

The American Perfumer

and Essential Oil Review

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The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.
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LOUIS SPENCER LEVY, President and Treasurer

CHICAGO OFFICE
1027 Rookery Bldg.; Phone: Edgewater 3429

CONTRIBUTING EDITORS
DR. CLEMENS KLEBER, Clifton, N. J.
Raw Materials.
PROF. CURT P. WIMMER, Columbia University, N. Y.
Toilet Preparations.
DR. EDGAR G. THOMSEN, Winona, Minn.
Soaps.
DR. R. O. BROOKS, New York.
Flavoring Extracts.
RICHARD B. FRANKEN, New York University.
Packages.
HOWARD S. NEIMAN, New York.
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THANKSGIVING AND TOLERANCE

President Coolidge's address to the American Legion against intolerance and his Thanksgiving Day proclamation are both fresh in the minds of practically all of our readers. Reproduction is consequently unnecessary.

All of us in the American Nation have more or less for which to be thankful. More than some other things is the recovery, slow though steady, from the activities of the Messrs. Fixit of war times who sought to tell all except themselves where and how they should worship, what clothes they might wear, what they should eat and drink, and what they ought to read and think about, while it seems also evident that seven whole years after the Armistice the war tax levy will be taken off of industrial alcohol.

"The mills of the gods grind slowly."

But in the grinding we get much cause for joining in the general Thanksgiving to Divinity.

CIRCUIT COURT LIMITS THE RESALE PRICE DECISION IN BEECH-NUT CASE

In connection with the increase of price-cutting in the drug trades and the strong agitation for the passage of a law by Congress that will permit the maintenance of prices in the interest of legitimate business there has appeared a trend in court decisions in the direction of recognizing the fact that manufacturers ought not to be entirely at the mercy of retail distributors who run kaleidoscopic advertisements in which they cut the price of prominently known toiletry and other goods below what the articles actually cost them, omitting overhead and other expenses. The purpose unquestionably is to sell other merchandise usually of inferior quality at excessive prices, on the well-tryed out idea that cutting prices on nationally advertised and well-known products often persuades the innocent customer to buy other items at ridiculously excessive prices. It has been argued and never denied that this is the only way a price cutter can pay rent, other overhead and merchandise bills, omitting current expenses and profits, but does the price cutter want profits?

The Colgate plan has stood the Court tests in several

litigations, the Armand plan is under judicial scrutiny and both the Federal Trade Commission and the Department of Justice at Washington are as active as they can be in following up legitimate manufacturers who try to sell goods in an orderly way at a legitimate profit for all of the factors involved, including the originators, the intermediate jobbers or agents, the retailers, and lastly to give to the consumers the right goods at a fair and reasonable price. That is the aim of all of the manufacturers in our industries, although their methods of carrying out the idea may differ occasionally and considerably, as with reference to demonstrators, hidden or otherwise.

* * *

The latest edict is a decision of the Circuit Court of Appeals, Second Circuit, handed down October 20, 1925, in the case of the Federal Trade Commission against the American Tobacco Company. The decision is of considerable importance. If it is carried to the Supreme Court and the view of the lower court is accepted it apparently will thereafter be lawful for a manufacturer to suggest a price at which the wholesaler or jobber will resell, to refuse to sell to those who are cutting the suggested price, and in determining the identity of price cutters, to act on information received from competitors rather than on information obtained through the own efforts of the manufacturer. The decision no doubt will be appealed, but if not it puts a crimp in the effectiveness of the Beech-Nut decision that is highly important.

* * *

The Second Circuit Court's decision was made in the case of Federal Trade Commission vs. The American Tobacco Company. It appeared that a group of Philadelphia tobacco jobbers had formed an association, and had agreed upon prices at which they would sell tobacco products to retailers. The American Tobacco Company either adopted the prices so fixed by the jobbers' association or else it originally suggested the prices which were later adopted by the jobbers. There was no agreement whatever between the American Tobacco Company and the jobbers whereby the jobbers agreed to maintain the resale prices and, so far as appears, The American Tobacco Company made no effort to induce the jobbers who were members of the association to report competitors who sold for less than the designated resale price. However, the American Tobacco Company let it be known to the Philadelphia jobbers that it would refuse, in the future, to sell to any of them who did not maintain the suggested or adopted resale price. The Federal Trade Commission issued an order directing the American Tobacco Company to cease and desist from assisting, and agreeing to assist, the jobbers in maintaining resale prices fixed by agreement, understanding or combination with any other jobber handling the products of the American Tobacco Company.

The Circuit Court of Appeals reversed the Federal Trade Commission, holding that in the absence of any agreement with the jobbers, whereby the jobbers were to maintain prices, and in the absence of an attempt on the part of the American Tobacco Company to control the price at which retailers sold to the public, there was nothing in the policy or practice of the American Tobacco Company on the facts above set forth which contravened any of the provisions of the Anti-Trust Acts, or which fell within the prohibition of the Beech-Nut case. In view of the fact that the American Tobacco Company apparently acted upon information as to price cutters received from competing wholesalers and,

after personally investigating the truth of the report, refused to sell to such price cutters, the decision of the Circuit Court of Appeals may become very important. But for its decision, one would have supposed that receiving and acting upon information from a competitor would constitute the maintenance of resale prices by co-operative methods under the Beech-Nut decision.

The fact that the Circuit Court of Appeals apparently refused to consider such practice as constituting a co-operative method of maintaining prices is very significant indeed, and appears to indicate a desire on the part of that Court to limit the effect of the Beech-Nut decision.

* * *

Copies of the decision have been distributed by the National Wholesale Druggists' Association and some interesting points in the evidence as affecting price maintenance ethics are revealed. The crux of the position of immunity as exemplified in the Colgate and the Hudnut cases was that the sellers did not make the basis of the refusal to sell goods on the failure of the purchaser to maintain prices, nor did they do anything more than simply to refuse to sell their wares. That principle seems to be well established, although the Federal Trade Commission and the Department of Justice apparently are unwilling to accept the dictums of the courts.

In the American Tobacco suit some of the evidence quoted in the decision is eminently interesting to our readers who may face the price maintenance problem. The vice-president of the company testified (the *italics* are ours):

"We never took a jobber off our list *exclusively* because he sold at a lower price."

Q. "Although that may have been one of the reasons?"

"That may have been a *contributing* reason."

This in a nutshell is the situation: A manufacturer need not give his reasons for refusing to sell, or if he does give reasons there may be *contributing* reasons, as in the American Tobacco suit, which of themselves might operate to suspend otherwise perfect business relations between seller and buyer. Failure to remit promptly, slow movement of goods and many other incidents, possibly more than one or two, might easily be used without telling the price cutter the real reason.

As noted in our introductory remarks, the Circuit Court decision is carrying along the trend in judicial minds that fair methods in business are lawful, that all of the agents between manufacturer and consumer are entitled to legitimate profits and that the manufacturer need not have to sell his goods to persons who will dispose of them in a way tending to the detriment of other sellers and against his own standard of service to the public.

ALCOHOL IN NEW CONGRESS SESSION

The victory won by the principal associations whose members use industrial alcohol was unexpected by many members of the trade and interest and activity should not be relaxed until the decision of the Ways and Means Committee is approved by Congress and becomes the law of the land. It is the cause of wonderment outside of some spheres as to why anybody should object to the repeal of a seven year old war tax on a common raw material used in a great variety of trades.

OUR FOREIGN TRADE IN ESSENTIAL OILS, PERFUMERY, ETC., GAINS BOTH WAYS

Reports of the export and import trade concerning our industries for the first three-quarters of 1925 are very encouraging. The balance, in practically all of the various classifications, is distinctly on the side of American manufacturers. The figures will interest many of our readers.

Both the exports and imports of essential oils expanded during the first nine months of 1925, as compared with the same period in 1924, the former having risen 3 per cent in value, to \$1,123,000, and the latter 24 per cent, to \$4,651,000. The exports of peppermint oil recorded a sharp drop in quantity, from 121,170 pounds to 45,200, while the value declined only \$44,400, to \$446,000.

With the exception of lavender, thyme, and sandal-wood oils, purchases of essential oils were greater than during the preceding period. Figures for the leading oils for the first nine months were: Geranium, 129,800 pounds, \$580,900; otto of roses, 29,500 ounces, \$223,600; bergamot, 101,200 pounds, \$329,400; citronella and lemongrass, 991,900 pounds, \$811,100; lemon, 435,900 pounds, \$369,200; and orange 191,900 pounds, \$421,500.

The exports of perfumery and toilet preparations again exceeded the imports by \$1,292,000. Shipments for the first nine months of 1925 totaled \$5,899,300. All the individual export items exceeded the figures for the corresponding period of 1924, whereas in imports perfume materials was the only class to improve. The figures for the January-September, 1925, period were:

Exports: Perfumery and toilet waters, 338,700 pounds, \$330,000; talcum and other toilet powders, 2,640,500 pounds, \$1,366,000; creams, rouges, and other cosmetics, 1,789,900 pounds, \$922,200; dentifrices, 2,526,700 pounds, \$2,406,500.

Imports: Perfumery, bay rum, and toilet waters, 733,700 pounds, \$1,394,300; cosmetics, powders, and creams, 822,000 pounds, \$539,100; and perfume materials, \$2,673,500.

WARNING THAT AFFECTS COSMETICIANS AND BEAUTY SHOP OPERATORS

The American Society of Cosmeticians is doing magnificent work in placing the now recognized profession on a practical operative basis under lawful control. Until more of the principal states adopt laws regulating the profession it will be difficult to deal with the outlanders and highbinders who masquerade as cosmeticians. Nearly every week there are law suits reported growing out of the misuse of beautifying methods by incompetent or sometimes apparently dishonest operators. While the Society is striving for laws to deal with the situation it is quite important that the members should be on the watch for fake beauty parlors, as well as irresponsible and utterly incompetent operators and take such action as may tend not only to protect the public, but prevent the profession from getting into disrepute. It is a difficult situation to meet, but Dr. Cooper, Mrs. Maurer and others interested in the highest ideals of the Society have met other situations and conquered them. The fakirs must be weeded out.

The New York *Medical Critic & Guide*, which takes a sensible position in relation to cosmetics, sounds a note of warning to the profession in a long editorial of which the following is only a paragraph:

"But there is one thing against which women ought to be warned, because here the result may be disfigurement and even, now and then, death, and that is the wrinkle removers which the fake beauty specialists advertise. The paraffin which is injected to smoothen out the wrinkles may result in hardening of the skin and in unsightly lumps, while the carbolic acid treatment may result in worse disfigurement and even in death."

Thanksgiving Here Once More!

BY JAMES EDWARD HUNGERFORD

(Written for This Journal)

Thanksgiving! Yep, it's here again,
To fill us full o' joy!
An' thrill the hearts o' mortal men—
An' make each man a boy!
Again good folks will congregate—
Old links o' love restored—
To give thanks o'er each heaped plate
Around the old home board!

Thanksgiving spirit's ev'rywhere;
The air is full o' zip!
An' folks are feelin' free o' care—
A smile on ev'ry lip!
It's stolen into ev'ry heart;
It shines from ev'ry eye;
O' ev'ry mortal it's a part—
'The spirit that won't die!

We feel it in our days o' youth,
An' when we're in the sere;
It lingers in our hearts, in truth,
Through ev'ry passing year;
It thrills us with its magic feel,
An' makes our pulses purr,
An' fills life's cup with pleasure real,
An' sets the blood astir!

Thanksgiving! Ah, the joy o' it!
What memories it brings;
The dreams o' other days, that flit
Through fancy, on swift wings!
It brings the dear past back again
With ev'ry precious year,
An' now, to bless the sons o' men,
It's come again—it's here!

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ONLY A SLICE OF TURKEY?

Anent Thanksgiving Day *Greater New York*, the organ of the New York Merchants' Association, prints some reflections on the ease with which some folk capitalize the holiday spirit in connection with the appeals which come not only at Thanksgiving, but at Christmas, for funds to give the poor and other unfortunates a "turkey dinner", just as if that would make up for their privations during the more than 360 other days in the year. *Greater New York* is not opposed to turkey dinners but argues that they do not take the place of the philanthropy that gives genuine help. The Association maintains a Bureau of Advice and Information regarding these activities that is easily reached by telephone or otherwise by philanthropic and charitable persons.

This is what *Greater New York* says in part:

"Every agency wants the people in whom it is interested to have at least some of the trimmings which go to make up a holiday. And it's so easy to turn that expansive feeling which precedes the Thanksgiving dinner into cash contri-

butions! No one but a Scrooge would find fault with an agency which took advantage of it.

"Only it's a good idea to remember that Thanksgiving, important as it is, lasts only 24 hours and that there are 364 other days in the year. And the business of helping people, if it is to be really effective, must go on all the year round, day in and day out. The person who gives a holiday treat, and then forgets all about the men who receive it, instead of standing by to assist them whenever necessary, is accomplishing very little.

"After all, a slice of turkey does not go far toward solving a man's real problems—his need for a job, his illness or his family troubles. Feeding a man's body may even be the means of starving his self-respect. An agency which simply hands out food, without finding out anything about those who get it, is at best relieving a temporary craving; at worst it may be really injuring them by sapping the desire to do honest work."

OF IMPORTANCE TO READERS WHO DESIRE TO CULTIVATE FOREIGN TRADE

Just as we go to press, C. C. Concannon, Chief of the Chemical Division of the Foreign Trade Bureau of the Department of Commerce, Washington, sends the first of a new series of reports on "World Trade in Toilet Preparations." It is devoted to Australia and covers practically all inquiries that might arise in the mind of a prospective exporter, besides surveying conditions generally. An adequate summary would require several pages of our space, which cannot be utilized at this time for the purpose.

The Australia survey is No. 1 of the series and it is suggested that interested firms make a special effort to have their names registered with the Chemical Division in order to receive all of these bulletins.

This service is supplemental to Bulletin No. 344, which we reviewed in our May issue, 1925, and copies of which can still be obtained upon payment of 10 cents to the Superintendent of Documents, Government Printing Office, Washington, D. C.

WHY SO MANY LAWS, BUREAUS AND TAXES?

Thomas J. Hickey, one of the most conservative factors in the allied industries in reference to legal matters, as well as national and state legislation, and who is secretary and general counsel for some of our associations, has found it necessary to express his opinion on the "Too Much Law" wave that seems to be gathering force in the nation. This part of a paragraph from his report as secretary of the National Manufacturers of Soda Water Flavors (which is printed elsewhere in this issue and is worth digesting by some of our readers in other lines who may find information of value in his report) is of universal concern:

"There seems to be a mania for enacting more laws and creating new government bureaus and departments. Until the citizens realize the enforcement of these laws and the support of bureaus and departments adds to their tax burdens which are already unbearable, we cannot hope to see the end of this hysteria."

There is a little secret about all of this mania. The politicians care practically nothing about the merits of a proposal for a new law, a new bureau, or a new department, except one item: How many jobs will we get out of it for our henchmen and dependents? That one factor passes bills more often than otherwise in Congress as well as in the various State legislatures.

GETTING JOY OUT OF WORKING

By Charles M. Schwab, Chairman of the Board of
the Bethlehem Steel Co.

"Although too many men have to do routine jobs, unrelieved by variety or change of scene, I believe that a man gets his greatest joy out of work, and I have no patience with those who think that men are going to be happier when they have to work only four or five hours a day. I am happiest when I am working, and I believe every man gets his greatest joy out of real achievement. We have got to work out a plan, however, whereby men, even in the subordinate ranks of life, may obtain that sense of achievement out of performing routine tasks."

NEW WAR BEGUN ON BUSINESS WASTE

A concerted attack upon waste in business will be opened at a meeting of the National Distribution Conference in Washington, December 15 and 16, under the auspices of the Chamber of Commerce of the United States. More than two hundred manufacturers, wholesale and retail merchants, economists, editors, advertising experts and representatives of trade associations and organizations will weigh the methods by which transactions aggregating upward of \$50,000,000,000 annually in the United States, as variously estimated, are carried on. They will attempt to point out the practices which are unethical and economically unsound, constituting major sources of waste, and outline methods by which they may be eliminated. Among the numerous chairmen and other contributors to symposium are Robert R. Ellis and Stanley Resor.

PUBLICITY FOE OF BUSINESS FRAUDS

Publicity, as the most effective method of fighting fraud and deception in the advertising and sale of merchandise, securities and service, was emphasized by business men, government officials and publishers in addresses before the National Better Business Commission of the Associated Advertising Clubs of the World, which held its annual convention in Indianapolis recently.

"Fakers and promoters find the printed word convincing and profitable," said H. J. Donnelly, Solicitor of the Post Office Department, Washington, D. C. "Better Business Bureaus, working in close co-operation with newspapers and trade publications, can protect legitimate business and the public striking back blow for blow. Swindlers fear publicity above anything else because it conveys to their prospective victims the thought of investigation before purchase, destroying their business wherever the exposure becomes known."

NATIONAL FORMULARY V READY SOON

Fifty thousand copies of the Fourth Revision of the National Formulary have been sold to date by the American Pharmaceutical Association which originated and continues this book, now a standard authority under the Food and Drugs Act of 1906. The Fifth Revision of the National Formulary is being published and will be on the market soon.

MERCHANTS' ASSOCIATION YEAR BOOK

The 1925 Year Book of the New York Merchants' Association, which has just been received, gives an outline of what has been accomplished by this progressive and energetic organization in promoting the interests of its members and the trade and welfare of the metropolis. The objects of the association are commendable and merchants not now members would do well to consider joining it. Among the 7,095 members listed the following are among those of interest to our readers:

Perfumes and Toilet Preparations.—George Borgfeldt & Co., A. Bourgeois & Co., Inc., California Perfume Co., Colgate & Co., Coty, Inc. (B. E. Levy), Daggett & Ramsdell, Elcaya Co., Inc., Ferd. T. Hopkins & Son, Richard Hudnut, Lanman & Kemp, Inc., Lehn & Fink, Inc., Maurice Lévy, Louis K. Liggett Co., Inc., McKesson & Robbins, Inc., Solon Palmer, Parfumerie Ed Pinaud, Park & Tilford, Parfumerie Rigaud, Parke, Davis & Co., Schieffelin & Co., Alfred H. Smith Co., V. Vivaudou, Inc., Frank M. Prindle & Co., M. Stein Cosmetic Co., Northam Warren Corporation, Roger & Gallet (Paul L. Depland), Woodworth, Inc., Mulhens & Kropff, Inc., Henry C. Miner Estate, Inc., Harriet Hubbard Ayer, Inc., Norwich Pharmacal Co.

Soap.—B. T. Babbitt, Inc., Walter Janvier, Inc., Packer Mfg. Co., Procter & Gamble Co., Procter & Gamble Distributing Co., John T. Stanley Co., Inc., Kirkman & Son, Bon Ami Co., Inc.

Soap Materials.—Mathieson Alkali Works, Inc., Welch, Holme & Clark Co., Marx & Rawolle, Sloan & Russell, Inc., Spencer Kellogg & Sons, Inc., E. N. Hall, Cook & Swan Co., Swan-Finch Oil Corporation, Kuhne-Libby Co.

Essential Oils.—W. J. Bush & Co., Inc., Dodge & Olcott Co., Fritzsche Brothers, Inc., August Giese & Son, Heine & Co., George Lueders & Co., Morana Incorporated, Magnus, Mabee & Reynard, Inc., Pfaltz & Bauer, Inc., L. Sonneborn Sons, Inc., Ungerer & Co., Inc., Ernst Bischoff Co., Inc., Orbis Products Trading Co.

Talc.—Binney & Smith Co., Whittaker, Clark & Daniels, Inc., Hammill & Gillespie, Innis, Speiden & Co., Willis H. Booth (Sierra Talc Co.).

Labeling Machines.—Edward Ermold Co., American Machine & Foundry Co.

Vanilla Beans.—Thurston & Braidich, Dodge & Olcott Co., Gomez & Sloan, Inc.

Adhesives.—Arabol Manufacturing Co.

Cans, Tubes and Other Containers.—American Can Co., White Metal Manufacturing Co., Metal Package Corp., Scovill Mfg. Co., Robert Gair Co., Dennison Mfg. Co.

Seals.—Richard M. Krause.

Paper.—Bendix Paper Co., Domestic Mills Paper Co., Louis Dejonge & Co., Martin Cantine Co., United Mfg. Co.

Lithographing.—George Schmitt & Co., Inc.

Collapsible Tube Printing Machines.—Fuchs & Lang Mfg. Co.

Drugs and Chemicals.—H. J. Baker & Bro., Hooker Electrochemical Co., Innis, Speiden & Co., Inc., Grasselli Chemical Co., General Chemical Co., National Aniline & Chemical Co., Inc., Pacific Coast Borax Co., Roessler & Hasslacher Chemical Co., H. R. Lathrop & Co., Inc., E. Fougere & Co., Inc., Stanley Jordan & Co.

Importers of Toilet Articles.—Geo. E. Evans Co., E. Dupont & Cie. (F. E. O'Callaghan), Houbigant, Inc., Giulio Gomme.

OUR ADVERTISERS

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Makers of Artistic Collapsible Tubes,
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14 Cliff street, New York.

Gentlemen: At your convenience please see us about extending our contract over a longer period. Notwithstanding the fact that we have only inserted three ads, one of which was an announcement and not for business solicitation, we have had an opportunity to quote on approximately \$200,000 worth of business, at a time of the year which is usually unfavorable for purchasing. Inasmuch as our only advertising is through you, we feel that in our particular case, the pulling power of your magazine is tremendous.

Yours very truly,

SUN TUBE CORPORATION,
F. J. LYNCH.

Toilet Trade Articles and Materials.—F. R. Arnold & Co., American Sponge & Chamois Co., Frederick H. Cone & Co., Holton & Adams, Inc., L. Reusche & Co., Kay & Ellinger, C. Nestle Co. (Charles Nessler), Manicare Novelty Mfg. Co., Prophylactic Brush Co., Cosin Co., Oxzyn Co., Reich-Ash Corp.

Dentifrices.—I. W. Lyon & Sons, Inc.

Bottles.—Illinois Glass Co., Whitall-Tatum Co.

Corks.—Armstrong Cork Co.

Alcohol.—U. S. Industrial Alcohol Co.

Flavoring Extracts.—E. R. Durkee & Co., Jones Brothers Tea Co., Inc., M. Lefkowitz & Sons, Inc.

Bakers' and Confectioners' Supplies.—Charles J. Stevenot & Co., Magnus, Mabee & Reynard, Wm. H. Baker, Inc.

Disinfectants.—West Disinfecting Co.

Also, AMERICAN PERFUMER & ESSENTIAL OIL REVIEW.

MILLIONS SPENT IN TRADE RESEARCH

American industry is saved annually approximately a half billion dollars through the conduct of laboratory research work, as shown in a bulletin on co-operative industrial research just issued by the Department of Manufacture of the Chamber of Commerce of the United States. The bulletin summarizes the research efforts of some eighty national trade associations, and estimates that American manufacturers expend about \$35,000,000 annually in carrying them on.

"This sum," the bulletin specifies, "is not meant to imply that research is an inordinately expensive effort, but merely to indicate its importance as a trade association activity. Expenditures of individual trade organizations for research activities range from only a few hundred dollars to several hundred thousand dollars a year."

It was found that the majority of trade associations spent more than \$20,000 each annually in carrying on this work. In referring to the advantage gained from laboratory research, it is pointed out that "research or systematic investigation has so abolished rule o' thumb and guesswork from industry and business that definite specifications are now the rule."

Copies of the bulletin may be had from the Chamber of Commerce of the United States, Washington, D. C.

HOOVER, SCHWAB AND HOTELS TELL OF PROSPERITY

**Reports from All Parts of the Country of Most Optimistic Nature;
Stock Speculation in New York Fails to Retard Gains in Business**

All trade barometers and authorities are in agreement that the general trend of prosperity in the nation is not only reasonably increasing but that the growth is of permanent character. There are some small isolated spots throughout the country (the textile delay in rehabilitation in New England, for instance), but there are none that should not quickly respond to the general movement forward, except, of course, industrial establishments that have been growing moss and have no brains to help them to get into and keep up with the onward procession.

From all of the four quarters of the country, the reports of trade and industry are favorable. Probably one of the best indices of conditions is the showing reported by the Federal Reserve Banks in actual business which is being done. For a long time this register of the use of money has shown a steady increase in buying power of the population and the exercise of people's willingness to carry on in stimulating trade, entirely aside from the ordinary purchasing of needed commodities.

Hotel Men Find Conditions Optimistic

Leading hotel men from all parts of the country in attendance at the Tenth Annual Hotel Men's convention in this city early this month, interviewed by the New York Times, were almost unanimous in the opinion that the country was in for a prolonged period of prosperity. General business conditions as reflected in the hotel business have been improving for some time, and have not yet reached their peak, according to the hotel men.

"Business conditions are much better than they have been for several years," said J. Stacy Hill, of the Hotel Gibson, Cincinnati. "In Ohio, trade is active, and traveling salesmen stopping at my hotel tell me that orders are very heavy for immediate delivery. Some are a little apprehensive about future orders, but my own opinion is that the good times will continue. Crops are good, and collections are good in the Middle West, and there is no evidence of any change for the worse."

Robert C. Pinkerton, of the Hotel Normandie, Detroit, said:

"Detroit has had a wonderful year. The motor industry was never more prosperous than now. Ford produced more than 9,000 cars a day in October, breaking all records. Dodge, Hudson, Chrysler, Paige, Jewett and Hupp are all flourishing. It has been a wonderful year and the motor men are confident that they will have another big year next year. They are looking for another era of prosperity to continue for several years."

Reports Good Business in Chicago

"Business is very good in Chicago," said Walter L. Gregory, of the Palmer House. "The hotels are flourishing, because there has been a lot of pep in the whole Middle West, with increasing business and much traveling. Millions have been spent and are being spent in new hotel construction in Chicago because of the demand for accommodations, which reflects the country's prosperity."

William E. Defenbacher, of the Hotel Virginia, Chicago, president of the Hotel Men's Mutual Benefit Association, said:

"I travel around the country all the time and have found business good everywhere in the last three months. I haven't found business poor in any part of the country that I have visited."

"Chicago is enjoying widespread prosperity. The hotels in the Loop District are adding 8,000 new rooms this year. The stores are crowded, and the merchants are prosperous."

Numerous other hotel men had the same story to tell of the general trend in prosperity.

Hoover Finds Conditions Best Ever

The standard of living of the American people in the last year was the highest in all history, according to Secretary Hoover, who issued an economic review as part of the annual report of his department. He points out that the good conditions here include a high rate of production and consumption, high real wages and a rapid strengthening of the nation's world trade position.

"Taking the nation at large," said Mr. Hoover, "the outstanding features of the fiscal year were: The high rate of production, consumption and exports, high real wages, the absence of any consequential unemployment, continued growing efficiency in management and labor, continued expansion in application of scientific discovery in such fields as electric power and light, the gas engine and radio. There were industrial patches where progress lagged, as in the New England textile industry, some sections of the agricultural industry and the bituminous coal industry. Nevertheless, the standard of living of the country as a whole was the highest in our history, and therefore the highest in all history."

Stock Market Does Not Halt Business Gain

Gains in the pace of general business continue to be registered and the volume of trade is larger than it was at this time last year, say the trade reviews. While R. G. Dun & Co. comment at some length on the violent reaction in the stock market, they assert that "no perceptible lessening of business confidence resulted from the collapse of stock prices." They attribute the reaction to speculative excesses in the stock market itself.

Schwab Perceives Continued Prosperity

Peace and prosperity are peering over the horizon with a promise to be boon companions of American business in the years immediately ahead, Charles M. Schwab, chairman of the board of the Bethlehem Steel Company, told the second annual Conference on Education and Industry in Chicago recently. With no threat of war and only omens of bettered business conditions visible, the immediate present presents a vista which, Mr. Schwab said, justified his reiteration of optimism.

Big Increase in Life Insurance

The amount of life insurance purchased during the first three quarters of 1925 was 20.3 per cent greater than that purchased during the corresponding period of last year. It exceeds by nearly \$1,000,000,000 the amount purchased in the entire year of 1922.

Week's Trade Volume Gains \$1,792,000,000

Debits to individual accounts as reported to the Federal Reserve Board by banks in leading cities for the week ended November 4 aggregated \$12,284,000,000, or 3 per cent above the total of \$11,952,000,000 reported for the preceding week. As compared with the week ended November 5, 1924, debits for the week under review are larger by \$1,792,000,000, or 17 per cent.

Chain Stores Show October Gains

Business volume of the chain store companies showed substantial improvement in October, as compared with last year. The F. W. Woolworth Company, S. S. Kresge Company and the F. W. Grand stores all reported large increases.

The Woolworth sales in October totaled \$22,989,166, compared with \$20,400,360 in the same month of 1924, or a 12.69 per cent increase. For the first ten months this year sales aggregated \$179,024,886, an increase of 11.12 per cent over the \$161,102,184 reported for the same period last year.

Trade Prosperity Reported by Banks

The business of the United States is prosperous and so far has escaped the danger of inflation and overbuying, according to monthly reviews issued by the National City Bank and the Mechanics and Metals National Bank.

FIRST POINT WON IN ENDING WAR TAX ON ALCOHOL

Reduction or Repeal Urged by All Except One Leading Association;

New Regulations on Alcohol and Double Ginger Are Effective Jan. 1

WASHINGTON, November 16.—Reduction in the tax on alcohol has been approved by the House Ways and Means Committee in perfecting the new revenue bill. The reduction is to take place gradually in order that inventory losses may not be suffered by those holding large quantities of tax-paid alcohol. It has refused to tax denatured alcohol.

As advocated by various groups of alcohol users the present tax of \$2.20 per proof gallon is eventually to be cut in half, the effect of this being to take off the \$1.10 which was added as a war tax. Of the \$1.10 eliminated, 55 cents will be taken off effective January 1, 1927, and the other 55 cents on January 1, 1928. This means there will be no reduction during the calendar year 1926 and the entire cut will not become effective until 1928.

The committee decided to put a tax of one-tenth of a cent per gallon on cereal beverages as a means for giving the prohibition unit access to factories for inspections without the need of a search warrant.

Sure to be Confirmed by Congress

In view of the fact that the Ways and Means Committee has given its approval there seems every reason to believe that the proposal will meet with favor in both Houses.

The reduction of the tax by one-half eventually will mean a loss of about \$9,000,000 in revenue. In view of the general tendency toward tax reduction it seems unlikely there will be any serious opposition to this.

At the hearings before the Ways and Means Committee Dr. Martin H. Ittner, representing the American Manufacturers of Toilet Articles, the American Chemical Society and the American Institute of Chemical Engineers; Harry B. Thompson, of the Proprietary Association; E. C. Brokmeyer, of the National Association of Retail Druggists; John L. Clawson, of the Flavoring Extract Manufacturers' Association; Clinton Robb, of the United Medicine Manufacturers of America and J. M. George of the Interstate Manufacturers' Association all urged a reduction in tax. William A. Sailer, for the American Drug Manufacturers' Association, opposed any reduction, this being the only trade association to defend the retention of the war tax.

Sentiment in the committee at first appeared hostile to any reduction, assuming that the Treasury probably preferred to retain the present tax. Assistant Secretary of the Treasury L. C. Andrews, however, in appearing later before the committee advocated the reduction of the tax and the committee acted accordingly.

Suggests a Tax on Denatured Alcohol

Assistant Secretary Andrews made two new proposals for taxes in appearing before the committee. One was a suggestion that a tax of one cent per gallon be put on denatured alcohol as a means of assisting the work of prohibition enforcement officials. Mr. Andrews said that the placing of such a tax upon denatured alcohol would be "tremendously helpful to me and to the government" if at the same time Congress would add a provision "that the commissioner of internal revenue shall not grant a permit for a denaturing plant at any place other than on the premises of an authorized industrial alcohol plant except in cases where the denaturer consumes the entire output of his plant at the place of denaturation."

"That will protect any legitimate industry," said Mr. Andrews, "and will tend to wipe out—in fact, make impossible in the future—any more of these independent denaturing plants, which are, I believe, purely bootleg-industry operations."

Also as a means of aiding enforcement Mr. Andrews suggested a tax of one cent per gallon on cereal beverages with a view to requiring all breweries to obtain permits and thus allow inspection without search warrants.

Protests against the proposed tax on denatured alcohol

were promptly made to the committee by various interests which would be affected. Manufacturers of near-beer also protested that the burden of this tax might be sufficient to drive them out of business. The committee accordingly rejected both proposals in keeping with its policy to make the bill purely a tax reduction measure.

Mr. Andrews in making his proposal for a tax of one cent per gallon on denatured alcohol said:

"The exercise of the regulatory and permissive powers of the prohibition law has unfortunately resulted in the establishment of a great many denaturing plants for alcohol independent of the distilleries. They are a very prolific source for the diversion of alcohol to the bootlegging industry. We are now trying to prevent the building up of any more of those denaturing plants other than those that are at manufacturing plants where the entire output of the denaturing plant is used for manufacturing purposes. That is perfectly legitimate for industry and helpful to industry. But the independent denaturing plant that stands alone provides just one more avenue for the diversion of either alcohol on its way to the plant or denatured alcohol on its way from the plant, and it has made it very difficult indeed for us to prevent the diversion of alcohol to the bootleg industry."

"The law under which those permits were granted, and the basis on which they were granted, was the provision that the permit could be given to the applicant to denature at the distillery or elsewhere; and that 'or elsewhere' clause has made the difficulty."

Andrews Favors Ending Alcohol War Tax

Mr. Andrews advocated a decrease in the present tax on pure alcohol on the theory that such action would be helpful in attempting to enforce the prohibition law.

"We feel in the Prohibition Unit that the high tax on pure alcohol makes so wide a spread between the cost of pure alcohol to the legitimate user and the illegitimate competitor in the manufacture of products in which alcohol goes, such as perfumeries, proprietary medicines, and so on, that it actually encourages the illegitimate user to enter the field," said Mr. Andrews. "We therefore believe it would be—inasmuch as the illegitimate user can get alcohol other than by buying pure alcohol government tax paid—advantageous to us in decreasing the amount of the illegitimate use of alcohol if the tax on pure alcohol were lowered to a point that would reduce this wide spread. We do not feel there would be an advantage in the elimination of the tax; and, frankly, we are not too strong in saying that the reduction of the tax will bring an improved condition. We believe it will, but we are not sure of it."

"If the reduction is to be made, to what figure would you suggest that it be made?" asked Representative Hawley of Oregon.

"I can not prove it, but our natural thought is that it should be put back to where it was before the war, cut in half," said Mr. Andrews.

"What do you think about restoring the tax on denatured alcohol?" asked Representative Crisp of Georgia.

"I would be very glad, in fact, I am here to ask you to put a tax on denatured alcohol of, say, one cent a gallon, which will give us excise supervisory authority so that we may control better the uses of denatured alcohol," replied Mr. Andrews. "We feel that a tax of one cent a gallon will not in any way interfere with the development of industry, in which we are equally interested, and yet it will give us that close supervisory authority."

Strong Repeal Reasons Given by Dr. Ittner

Dr. Ittner in favoring a reduction in the alcohol tax on behalf of the American Manufacturers of Toilet Articles said that there is no other item which is subject to such a disproportionate tax as alcohol.

"I represent the American Manufacturers of Toilet Ar-

ticles," said Dr. Ittner. "This is a trade association embodying the great majority of the manufacturers of toilet articles, tooth powders, tooth pastes, talc powders, toilet soaps, toilet waters, and perfumes.

"I am also chairman of the Committee on Industrial Alcohol of the American Chemical Society, and chairman of the Committee on Industrial Alcohol of the American Institute of Chemical Engineers. Neither of these two large and important scientific bodies is engaged as such in the manufacture of any article, but their membership, consisting of thousands of chemists and embracing most of the industrial chemists of the country, are vitally interested in the conditions that control chemical manufacture. They are vitally interested in the lawful manufacture and use of alcohol, as it concerns them all either directly or indirectly; and they are interested in seeing that the letter of the law shall be carried out in providing an ample supply of alcohol and in promoting its use in fuel, dye, and other lawful purposes.

"If some people wish to pay a tax of 1,000 per cent to the government on the actual cost of manufacture of the alcohol that they use, we have not objection, except in so far as they attempt to saddle this burden on others who wish to use alcohol and are compelled to use it under a narrower margin of profit, and who wish to keep costs down so that they may sell their goods lower to the consuming public. The present tax of \$4.18 per wine gallon on ordinary 95 per cent alcohol amounts to just about 1,000 per cent on its actual cost of manufacture.

"The industries are fortunate in being able to use large quantities of denatured and specially denatured alcohol in their manufacture. For some purposes they are forced to use pure, non-beverage alcohol, which now pays an excessive tax, half of which is an unrepealed war tax. Were this important chemical, alcohol, available at anywhere near its cost, it could be used advantageously and extensively in chemical manufacture from which it is now barred because of cost. You must remember that alcohol, whether pure or denatured, that is used in lawful industry, is industrial alcohol.

"We now have prohibition. In the eyes of the law, alcohol properly used is like any other commodity. It is used for medicinal, chemical, scientific, and commercial purposes. There is no other item that suffers from such a disproportionate tax. The alcohol is all sold and used under conditions prescribed by the government. This burdensome tax is on the legitimate manufacturer and user and must be passed on to the consuming public. The illegitimate manufacturer of alcohol, the moonshiner, and the bootlegger, do not pay the tax. They are favored and the legitimate operator is penalized."

Alcohol Diversion Stories Exaggerated

Representative Crowther of New York asked Dr. Ittner as to the extent to which denatured alcohol is brought back to its original state for illegitimate purposes.

"The amount has been very much exaggerated," said Dr. Ittner. "Nobody knows. The man in the government employ who is in the best position of all to know, Dr. Doran, did not wish to venture any figures on this point. He was pressed by a committee of Congress to make a guess. He said the best he could do would be to guess. The amount of alcohol produced in a year was 60,000,000 gallons, and he said, according to his best guess, not over ten per cent of it, which would be 6,000,000 gallons, were diverted; and he said, 'It may be very much less.'

"I might say here that this guess, which was stated as merely a guess and the maximum guess, has been used by people and figured in half pints of whisky as evidence that that amount of whisky was actually manufactured and diverted. But this is merely a guess. I will say that undoubtedly some is diverted. The legitimate manufacturers are doing all that they can to help the government prevent such diversion."

Dr. Ittner dealt with arguments advanced against the reduction of the tax.

"The only arguments advanced in favor of the retention of the present high alcohol tax that are worth considering are purely selfish," said Dr. Ittner. "The higher the tax the more capital that will be necessary to carry on business,

depending on tax-paid alcohol and the less competition that will be opposed to the wealthy manufacturers who favor the retention of high taxes. Incidentally, the higher the cost of a manufactured article, the greater the profit when figured at a given percentage of the cost. The consuming public, as they say, is unaware of the tax. The public is being charged a percentage profit on the tax in addition to paying the tax.

"The argument is made that inventories of manufactured goods would be less and that a loss would be suffered by manufacturers who now use tax-paid alcohol. It is not necessary to put this tax repeal into effect tomorrow. On the other hand, if it were put into force promptly, the government could give rebates without disturbing its present mode of administration, and with perfect fairness to all concerned adjust the matter.

"The argument that the public would not benefit by repeal of this tax is fallacious and refuted by other claims made by the advocates of this exorbitant tax."

Medicine Manufacturers Split on Issue

Mr. Sailer spoke opposing any reduction on alcohol on behalf of the American Drug Manufacturers' Association but the reduction was urged by Mr. Robb who appeared for the United Medicine Manufacturers of America.

Mr. Sailer repeated the usual arguments of the drug manufacturers who have steadily urged the retention of the war tax on alcohol. He said in part:

"For many years manufacturing pharmacists have maintained, at the expense of millions of dollars, extensive staffs of highly trained chemists, pharmacists, biologists and botanists to produce standard products of high quality and purity for the use of physicians and druggists.

"To reduce the tax on alcohol and thus invite the manufacture of prescription medicines by promiscuous unskilled firms and persons incapable of maintaining scientific control of crude material and finished product will result in a flood of impure unstandardized medicines, thus menacing public health."

Other arguments about the benefit of a reduction to bootleggers and the alleged diversion of industrial alcohol were offered, but other speakers disagreed with his conclusions.

"We are convinced that it is not the tax-paid pure undenatured alcohol that is being diverted to bootlegging purposes. In support of this statement, we have only to invite your attention to the numerous newspaper reports of poisonous liquors which are being sold by bootleggers which upon analyses by various Boards of Public Health and other federal, state and municipal authorities, show that such concoctions have been manufactured from tax-free denatured alcohol from which the bootlegger has not taken the trouble to remove the poisonous or unpotable denaturant.

"It must be conceded that at the present time, bootleggers use the cheap tax-free denatured alcohol, which requires considerable manipulation to make such tax-free alcohol suitable for their illegitimate purposes. Reduction or elimination of the tax will enable those engaged in bootlegging operations to obtain pure undenatured alcohol at a much lower cost, which will make it unnecessary for the bootlegger to buy denatured alcohol and pay the additional cost of manipulation in order to make it suitable for his purposes."

New Formula Rule on Alcohol Rubs January 1

A new Treasury ruling is designed to prevent the use of rubbing alcohol for illegitimate purposes. It is officially known as T. D. 3764 and is not intended to prohibit the manufacture and sale of alcohol rubs, but discontinues two formulas for this purpose while authorizing the use of a third formula. The decision, effective January 1, is as follows:

"On and after January 1, 1926, specially denatured alcohol formulas 39A or 39B (modified by the addition of benzol), may not be withdrawn nor used pursuant to Regulations 61 for the manufacture of rubbing or bathing alcohol or in similar preparations held out or suitable for such external use by persons or concerns now holding permits for such purpose. From the date hereof no further permits will be

issued to use such formulas in the manufacture of preparations of this character.

"Administrators may approve the manufacture of such preparations with specially denatured alcohol formula 23-A. The bonded manufacturer is required to medicate the preparation by the addition of any two of the following agents in the quantities indicated:

Zinc Sulphocarbolate,—4 grains per fl. oz.

Boric Acid,—5 grains per fl. oz.

Tincture Quassia, U. S. P., 2 minims per fl. oz.

Diethylphalate, 1 per cent.

"The alcoholic content, including the denaturant, of these preparations shall not exceed 70 per cent by volume. The manufacturer may add such odorous constituents as is desired.

"Preparations of this class manufactured prior to January 1, 1926 under permits and in the hands of the manufacturer, jobber or retailer may be sold for lawful purposes, but no such preparations shall be manufactured or compounded on and after January 1, 1926, except as provided herein.

"The provisions of the last paragraph of Article 112, Regulations 61, revised, will be applicable to these preparations.

"Administrators should furnish each permittee in their districts authorized to use specially denatured alcohol with a copy of this decision and secure written acknowledgment of its receipt."

Double Ginger to be Intoxicant in 1926

Under the terms of Treasury Decision 3765 tincture of ginger, double strength, is classed as an alcoholic preparation for beverage purposes. This ruling is to take effect January 1, 1926. It is as follows:

"Effective January 1, 1926, alcoholic extract or tincture of ginger made in accordance with the process described on page 406, Tenth Revision of the U. S. Pharmacopoeia, but using 400 grams of powdered ginger per liter, shall hereafter be classed as intoxicating liquor, and may be manufactured, sold, transported and used only in the manner provided for similarly classed official preparations listed in Section 810, of Regulations 60.

"Tincture of ginger, U. S. Pharmacopoeia, Tenth Revision, shall likewise be classed as intoxicating liquor, with the same limitations as tincture of ginger, U. S. Pharmacopoeia, Ninth Revision.

"Attention is called to the fact that fluid extract of ginger, U. S. Pharmacopoeia, which is a liquid ginger preparation, is classed as unfit for use for beverage purposes. Section 811, Regulations 60, is amended in accordance herewith."

Personal Surety Bonds for Permits

Under a ruling made by the Treasury permit holders are to be allowed to offer personal surety bonds in lieu of corporate surety in place of permits. The ruling (Pro. No. 353) follows:

"Prohibition Administrators will take care that all bonds tendered by permittees, as required by law and regulations, are properly and legally executed, and when so executed they will without delay, act upon the permittee's application, in so far as affected by the bond, and there should be no delay of action awaiting further instruction from the Department on that point. After such bonds have been accepted, the original will be forwarded to the Treasury Department, through the Prohibition Unit, where it will be examined, checked, verified, and returned to the office of the Administrator, where it will form a part of the records and files of his office.

"Corporate surety to bonds is preferable, and should be required where practicable, and where it can be done without hardship to the permittee, but no permittee should be denied acceptance of his bond because of a tender of personal surety, provided such surety can justify under oath as to his solvency for the penal sum of the bond."

News Permeates Every Page

The text pages of THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW do not contain *all* of the news. You must read the advertising pages also to get the full benefit.

Re ALCOHOL: HOLDING COMPETITORS DOWN

(Editorial in The New York Commercial)

As a general principle business men are opposed to governmental regulation, control, competition or interference, but when the principle is applied to particular cases which affect their direct interest, business men are frequently found fighting for governmental regulation and control of their competitors, just as hard as they talk against the general application of the principle, or fight against its application to their own businesses. An instance in point is presented by the discussion of the proposal for the repeal of the tax on industrial alcohol before the Ways and Means Committee of the House.

Industrial alcohol, as such, is properly no more subject to a special tax than any other raw material used in the production of manufactured goods. Used for this purpose, it should be free of special tax just as steel, cotton, wool, copper, antimony, coal-tar, caustic soda or any other raw material, or intermediate is free of tax. Grain alcohol is used in the manufacture of hundreds of products and would be used in hundreds more if it were not subject to a prohibitive tax. The uses to which grain alcohol could be put if it were not taxed, are industrially more important, perhaps, than the uses to which it is now put. The tax hampers and otherwise interferes in a discriminatory way with the legitimate business of manufacturers of industrial alcohol.

The suggestion that industrial alcohol be taxed for the purpose of providing funds for the regulation of illegal traffic in alcohol, is open to the same objection—it contemplates an unnecessary, inequitable and unjust interference with the rights of those engaged in an important industry. * * *

As for a tax to pay for regulation and enforcement of the prohibition law, there is no more justice in placing the burden of such a tax upon alcohol than there would be in taxing the makers of medicines and foods for the purpose of enforcing the pure food and drug acts. The prohibition law has been made a police measure and the industrial alcohol business has no more responsibility for it than any other business.

Notwithstanding all this, business men who practically admitted they favored continuance of the tax on alcohol in order that they might maintain a competitive advantage, appeared before the committee in opposition to the repeal of the tax on alcohol, and in advocacy of the plan to fasten the cost of regulating the sale of alcohol upon manufacturers. Some of these who took this position said that they had large stocks of tax-paid alcohol on hand, and would stand to lose large sums of money if the tax were suddenly removed, but these interests would not even agree to a repeal of the tax to take place at some time in the future.

It appeared, therefore, they had a different and more permanent interest in the retention of the tax. It is such instances as this that lead inevitably to the conclusion that the unfairness of business to business lies at the bottom of more than half of its troubles in connection with uncalled for regulation and interference on the part of the Government.

Worth Many Times the Subscription

(From the Master Scientific Laboratories, Toilet Preparations, 31 Woodburn Ave., Carrmonte, Dayton, Ohio.)

Each magazine is worth many times the subscription price and we do not want to miss a copy of THE AMERICAN PERFUMER.

The Family at Work

Helen's in the kitchen washing out the bottles,
Paul's in the pantry, taking off the labels,
Ruben's in the cellar, mixing up the hops,
Johnny's on the front porch, watching for the cops.
—Fitch's Square Deal.

TRADE BOARD CITES HARRIET HUBBARD AYER, INC.

**Toilet Goods Manufacturer Accused of Unfair Business Practices;
Illinois Glass Co. Vindicated at Last; Kirk Case Still Hanging**

WASHINGTON, D. C., Nov. 16.—Harriet Hubbard Ayer, Inc., of New York City, a manufacturer of perfumes and face creams, is ordered by the Federal Trade Commission to discontinue business practices found to be unfair methods of competition. The respondent company, the findings state, is the third largest manufacturer of cosmetics in the United States, and it has about 8,000 customers, principally composed of retail merchants.

The Commission found that in marketing its products the respondent established and fixed uniform prices at which retail dealers should resell such products to the consuming public. These prices were designated on price lists, invoices and upon circulars placed in the containers in which its products are sold. A discount of 33½ per cent upon such fixed resale prices was allowed to the retailer with an additional discount of 1 per cent for payment of the invoice within 10 days after date. These same discounts were also allowed jobbers, except in case of large orders where an additional jobber's discount was allowed.

It was found that the respondent solicited and received the support and co-operation of jobbers and dealers in maintaining its list prices, and in instances where price cutting was brought to its attention by a dealer or one of its agents the respondents refused further shipments of its products to such offending dealer unless assured that its prices would be maintained by that dealer in the future.

In some instances, the findings continue, price cutters on respondent's goods were informed that they were undesirable customers and that no more orders from them would be filled. In other instances orders from price cutters were filled and no comment made in connection therewith by the respondent.

The general effect, the findings conclude, of respondent's co-operative system is that dealers handling respondent's products have sold at uniform prices fixed by respondent and that such dealers are prevented from selling the products at prices which might be deemed by them warranted by their respective selling costs and selling conditions generally, thus, the findings state, suppressing competition in respondent's products.

The Commission's order follows:

"It is ordered that the respondent, its officers, directors, agents, servants employees and successors do cease and desist from maintaining or carrying into effect its policy of securing observance of resale prices for its products by co-operative methods in which the respondent and its distributors, customers and agents undertake to and do prevent others from obtaining the company's products at less than the prices designated by it, or from selling to others who fail to observe such prices, by:

"(1) Procuring or entering into agreements or understandings, oral or written, with dealers or any of them, whereby the dealer promises to resell products purchased from respondent at prices specified by respondent.

"(2) Requesting dealers to report competitors who do not observe the resale prices suggested by respondent or acting on reports so obtained by refusing or threatening to refuse sales to dealers so reported.

"(3) Requiring from dealers previously cut off promises or assurances of the maintenance of respondent's resale prices as a condition of reinstatement.

"(4) Utilizing any other equivalent co-operative means of accomplishing the maintenance of uniform resale prices fixed by the respondent."

J. S. Kirk & Co. Case Still Pending

The complaint of the Federal Trade Board in the case of James S. Kirk & Co., of Chicago, reported in this

journal in February, 1924, is still pending. It concerns the labeling of castile soap. The complaint was issued January 9, 1924. The records show an informal conference in March of that year and the denial of a motion for dismissal in May, 1924. A similar motion was made on April 24, 1925, but was not acted upon.

Trade Board Absolves Illinois Glass Co.

The commission has dismissed its complaint against the Illinois Glass Co., Alton, Ill., which was charged with acquiring shares of the capital stock of competing concerns which tended to make it a controlling factor in the glass bottle industry in the United States. Commissioners Nugent and Thompson dissented. The case has been pending for two and a half years and grew out of the acquisition of Lewis Bros. Co. and other companies. The company maintained that its action was solely in the interests of expanding business, trade expediency and growth of sales of its products.

Dissension Continues in Trade Board

The majority and minority members of the Federal Trade Commission have continued their controversy which has been in progress ever since President Coolidge reorganized the commission in such a manner as to take control away from the radical group. Several cases developing during the last month brought forth an exchange of comments between the two groups on the commission. The majority members dismissed the cases involving the Michigan beet sugar companies which figured in the controversy over the confirmation of Charles B. Warren as Attorney General last spring.

In taking this action the majority declared that the original complaint had been issued without any criticisms having been made by the public of business methods in question and solely because of investigation of the commercial feed situation it disclosed that a certain company controlled more than half of the business of manufacturing cattle feed from dried sugar beet pulp. Minority members countered with an attack upon the majority for the dismissal of the complaint.

Another case involved in controversy was the dismissal of the complaint against the Chicago Retail Lumber Dealers' Association. The majority members took occasion to defend their contention that the commission had no jurisdiction for the reason that the acts alleged were not in interstate commerce. Minority members contended that to surrender jurisdiction in a case of this character would be to reject the function which Congress and the public intended the commission to serve, particularly where the injury to the public interest was clear, as they believed it to be.

Washington Bans Perfume Machines

Permission to install vending machines in public convenience stations in Washington by the American Perfume Vending and Manufacturing Company has been denied by the District Commissioners. J. Franklin Bell, Engineer Commissioner, declared he was against renting public space for commercial purposes.

The Threatening Things

Threaten a thinking, conscientious, honest man and you arouse him with the weapon of defense.

In poverty, man and wife will work together, but let oppression be removed, wealth come, and estrangement distrust and disagreement often follow.

It is the threatening things that are often our benefits in disguise.—*Silent Partner*.

THE CHEMIST IN TOILET PREPARATIONS PRODUCTION

Laboratory is Vital Spot in Every Manufactory in This Industry;

An Important Subject Carefully Surveyed and Weighed by an Expert

By RALPH H. AUCH, B.A., Ch.E., Cincinnati, Ohio

The chemist with his laboratory has a very vital place to fill in every organization manufacturing toilet preparations. The fact that this industry is somewhat behind most others in the adoption of the chemist's services indicates that some executives, due to the success of their organizations, are content to have their plants go along under the guidance of empiricism and with a happy disregard for the basic principles; or perhaps feel with the earlier Englishman that "knowing something about the business, the chemist might influence it in some way." Again it may indicate that the business executive of vision has not been "sold" by a broad-gauge presentation of the advantages, and the executive of lesser vision has not had the profit possibilities properly shown to him. It also indicates neither has had anything in his own experience to guide him to the fullest and most profitable utilization of the chemist's services after he has become convinced of the value of them.

Now the chemist can not be looked upon as a panacea for all industrial ills. If he could come into an organization that has been functioning for years, and uncover all the leaks and inefficiency, and effect savings in materials, in processes and in labor over night, it would be a sad commentary indeed on every one in the organization from president to office boy and from production manager to porter.

Some of the Direct Advantages

Among the direct advantages that reasonably may be expected of a chemist and his laboratory after they have been functioning for a time, are the following:

1. All supplies and ingredients can be bought on a competitive basis since analysis will show those which are suitable for the different purposes. Therefore nothing need be bought at a premium in price just because the operative, who uses the supplies, or the one charged with working up the material insists that none other will do.

2. The few unscrupulous manufacturers and dealers who have been in the habit of "dumping" their sub-standard goods will be obliged to turn elsewhere, where chemical control is not maintained, to unload such merchandise.

3. By economies effected all along the line from raw materials through the processing and packaging to the finished product a saving which in the aggregate is quite considerable can be effected.

4. Information formerly drawn from the manufacturers of the chemicals, perfume oils, and other raw materials used, can be secured from the accumulated data of the laboratory. Thus improvements can be made in the formulas and substitutions made for the sake of economy without their becoming general knowledge as was formerly the case, when the manufacturer providing the information was free to use it among his other accounts.

5. The production department can be relieved of much responsibility and most complaints. The former will rest on shoulders well able to support it, and the latter will be placed where the chances for eventual elimination are very good.

6. The executive can rest secure in the knowledge that

each lot of everything produced one day is identical with that produced the day or the year before. In other words, he can be sure that uniformity of finished product will prevail regardless of all disturbances from within or without the organization.

7. Every department in the organization can be aided in the intelligent and efficient conduct of its work if the laboratory is properly placed in the organization chart, and is manned by one who is willing and ready to co-operate.

Good Evidence of Progressiveness

In addition to these direct advantages is the confidence that a laboratory inspires in the sales force together with all other employes, in the leadership and progressiveness of the firm. Another indirect advantage is the confidence inspired in the banker who must be looked to for the extension of credit. He is assured that the business is progressive and producing its specialties in a scientific, efficient, thorough and painstaking manner. Then, too, many of the benefits are intangible and cannot be traced to their proper source.

In those industries where the individual organizations are quite large and the laboratory force consists of a corps of chemists and other scientists, no unusually great importance attaches to the selection of the individuals making up its personnel, or the place given their department in the organization chart. The department will function and make itself known and its influence will be felt in any event perhaps not as much under one plan as under another.

In the toilet preparations industry where the individual organizations are relatively small and a single chemist is usually required to carry on at least initially all the functions of his department, too much care cannot be exercised in his selection. He should be neither too young nor too old. If he is quite young he usually busies himself getting a varied experience and getting his bearings so that he won't likely stick at any one job for a very long period.

It must be borne in mind that when a chemist leaves an organization his leaving is a much greater loss than his employment was a gain for in addition to the knowledge brought to the organization he carries away that specialized knowledge accumulated during his term of employment. If he is too old he has likely become more or less set in his ways and is liable to attempt to adjust the organization to suit himself instead of adjusting himself to suit the organization.

Some Attributes Are Undesirable

He should not be one who plays up the great number and the remarkable value of the formulas in his possession. There is little likelihood that they are all the fruits of his own effort and even if they are, they probably were developed on the time and at the expense of a former employer. In either case he is attempting to use, to his own personal advantage, things that are not rightfully his and he will in all probability use the same procedure again when his employment is terminated for any reason whatsoever and he is obliged to seek employment elsewhere.

He should have good training and take a more or less

academic view of his work yet be "tainted" with commercialism. Possessing these qualities he will be able to theorize to get at the bottom of things and at the same time choose that method of procedure offering most promise of financial reward to the employer. He should possess what some one has called "optimistic activity," which in other words is the automatic action of mind which in every problem or undertaking sees the probable ways to success quicker than it recognizes the possible grounds for failure.

And finally he should be inclined to be independent and not in the least fearful of the loss of his position. Possessing this quality he will put up a good fight on all matters of importance even if he be on the unpopular side. In every organization there are already too many employees who are prone to chime in with their "Ay, Ay, Sir!" even though they know full well that their superior is taking the wrong step and perhaps a costly one.

Whether or not the chemist should be employed under contract is a moot question. It appears that a contract is unnecessary, for the nature of the work in this industry is such that few, if any, patents will ever be procured and an agreement covering assignment can be drawn up before application for the patent is made should it prove desirable. Even when a contract is entered into and is in force, if the employer becomes dissatisfied with the chemist, he is in position to make it so unpleasant for the latter that he will resign, while if the chemist becomes dissatisfied, he can render such unsatisfactory service that his employer will welcome or demand a resignation.

Straight Salary Best Way to Pay

Usually the remuneration should be on a straight salary basis. It often has been urged that the chemist is entitled to part of the savings resulting from economies effected and more particularly from profits arising from new products developed. However, if he is to share in the profits, he should also assume some of the risks and this he is almost invariably unwilling or not in financial position to do. Then, too, with such arrangements he might be prone to slight routine work and concentrate on that work showing most promise of reward. Economies effected or unusually profitable products developed had better be rewarded with salary increases, or, as one large manufacturer does, by a bonus of stock in the company.

In fixing the salary it is better to pay the chemist any reasonable amount he asks than to force him to accept less than he feels he deserves. Thus he is obliged to demonstrate his self-appraised worth and his aim to make good and the proper spirit engendered toward his work will more than balance the salary difference.

There is little likelihood that any organization in the toilet preparation industry spends too much money on its laboratory department, but it is questionable whether the department is most wisely organized, the money most judiciously expended, the department properly fitted into the organization scheme and full advantage taken of its facilities for help and co-operation by the other departments. The following paragraphs will set forth suggestions for the accomplishment of best results.

Proper organization of the laboratory depends upon the man chosen to undertake the work. The executive who created the department, however, can be of material assistance in getting it off to a good start. If the chemist is not already thoroughly familiar with the business he should be allowed or even encouraged to spend such time as he sees

fit or seems desirable in the various departments so as to determine just what facilities and apparatus are required for a successful prosecution of his work. Few, if any, men in this profession are book or apparatus collectors so the executive can be sure that when requisitions are issued there is urgent need for the supplies and the requisition need not be pared down and rarely need even be scrutinized closely.

The factory employee, the accountant and nearly every one else in the organization can make a creditable easily checked showing every day. It is not so with the chemist, however, for his results must be reckoned in terms of weeks, months or even years sometimes, therefore the executive will do well to be patient, and not expect results immediately. He, also, will do well to remember that when he seeks a physician he allows the latter to do the prescribing. Since the chemist usually has greater comparative training and experience than the physician, it is he, rather than the executive, who is best fitted to do the prescribing for the industrial ills. Thus scientific methods will be brought to bear whereas those of the executive are almost without exception of the "cut and try" variety.

The efficiency of the laboratory department is influenced in no small degree by its position in the general organization scheme. It is sometimes placed under the jurisdiction of the factory or production manager. This is due no doubt to the fact that the major portion of its efforts are on behalf of the factory. The fact that so much of the work has its origin there is the most outstanding reason why it should be independent of the factory so that its decisions and recommendations are uninfluenced by any tie that binds.

The best arrangement is that which makes the laboratory a separate department. It should occupy the same relative position in the organization as the sales, production and advertising departments and be responsible only to the president or the general manager. In this way it commands the full co-operation of all the departments of the organization and it is subject to the dictates of none of them.

The duties of the laboratory department may be divided into general, plant and purely laboratory, and each will be taken up in turn in some detail.

Some of the General Duties of Laboratory

This department can be of much service to the sales department in the design of new packages and the re-design of old, to insure that the package can be completed without undue expenditure of labor, that it will withstand abuse in transit so as to reach the user in presentable shape and that it is practical from the standpoint of the consumer. On any new products developed the directions for use can be prepared, subject to approval of course. Since the average chemist is familiar with one or more languages other than English any foreign labels in these languages can be prepared or at least the work of the translator can be checked by him. When shipments are to be made to those countries requiring the formula to be declared on the label the laboratory can provide a formula which will satisfy the custom officials of that country, yet will not give information that will render the product easy to duplicate.

When the advertising department desires to use copy of a technical or educational nature the laboratory may be expected to write it or collaborate in its preparation. So, too, when a new slant on a preparation is desired, the laboratory is in the best position to advise the points of merit or the points of superiority over competing products. When new display boxes or window or counter cards are contem-

plated the laboratory has facilities for testing the colors for fading and the board for tendency to curl or otherwise become unsightly with use.

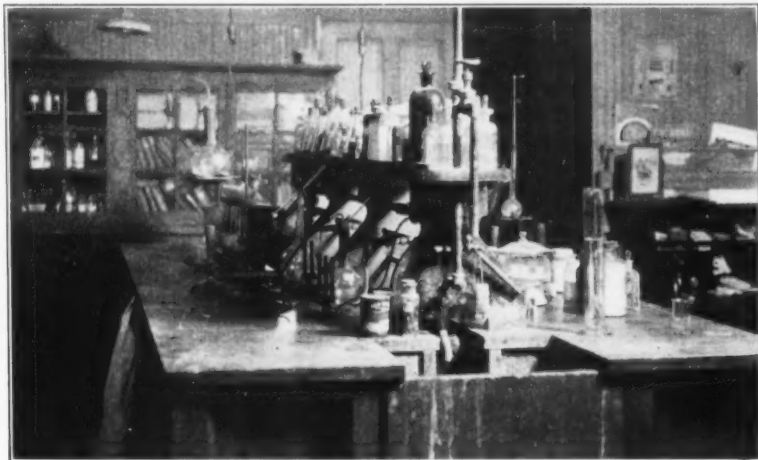
The laboratory should provide the purchasing department with the standards and specifications on those materials requiring them and should pass on all samples submitted. The purchasing department may rightfully look to the laboratory to follow the market trend on all raw materials and to watch for new sources of supply as they come into the field.

Even on purchases that are far removed from those bought on specification the laboratory can be of great help. For example, in the purchase of collapsible tubes, that decorative coating which will withstand the greatest amount of abuse and flexing without chipping or cracking can be accurately determined, and the business placed accordingly.

With the laboratory working hand in hand with the cost department conclusions relative to many materials and operations can be reached which are both intelligent and positive. In the matter of producing, the processes can be improved or failing in this or if found advisable the production can be discontinued and the material procured from outside sources. So, too, such things as the decoration of tubes, the grinding in of glass stoppers, the printing of labels, booklets, etc., the making of fancy boxes and the many

bility of utilizing that required or used to better advantage for purely productive work; on the storage space required for bulky finished supplies; or on the breakage or spoilage in delivery from an outside source.

The shipping department may look to the laboratory to provide it with the net weight of export packages and to provide all information on shipping regulations, if any,



Note the absence of fancy panelling and fretwork. The stone sink and table top and the sturdy laboratory furniture will endure and remain serviceable for the life of the average business.

covering domestic shipments.

If the company operates a Canadian or foreign factory or has its products manufactured in these places for its account, the laboratory can be of inestimable assistance. This may take the form of providing the processes of manu-

facture and the details of packaging, pointing out the pitfalls, furnishing standards and specifications for raw materials and checking, analyzing and criticizing the finished products.

Some of the Plant Functions of Laboratory

The plant duties of the laboratory department will vary in each individual organization, of course, but will likely lay along the following lines. It will act in an advisory capacity on heating and lighting, sanitation and employees' welfare, on the choice and erection of new equipment and on such health and safety precautions as may be necessary or desirable.

It will maintain a stock of "first aid" supplies and the ordinary home remedies so as to

guard the employees from infection or other serious results from minor injuries and to protect the management by reducing the number of absentees who otherwise would go home with minor ills or injuries.

Just how far the jurisdiction of this department should project into the production department depends on the organ-



"Disorder? Yes! But show me a laboratory department in disorder and I'll show you one where work is being done and things are being accomplished."

other operations falling without the sphere of strictly production work which sometimes are undertaken can be subjected to analysis. Cost is usually the prime consideration in determining whether or not the work should be started, continued, or discontinued, as the case may be, but sometimes these hinge on the floor space available and the possi-

ization under scrutiny. In the small plant it may embrace all the employees engaged in productive work while in the large one it may stop at the laboratory door. Perhaps the best arrangement is to have all employees engaged in process work under the control of the laboratory. In this way both authority and responsibility cease when the products are "in bulk" and ready for the packages.

The purely laboratory duties ordinarily include the purchase and maintenance of the stock of chemicals and supplies and the creation of such library as is found necessary. How complete the stock of chemicals or apparatus carried need be depends largely upon the proximity to the source of supply, while the number of books comprising the library is dependent upon the distance the laboratory is removed from public or educational institution libraries.

Such chemical and physical examination is made of both the raw materials and the finished products as is required to insure uniformity. This involves the keeping of adequate records of the analyses and of complete files of samples so that any variation or complaints should they arise can be traced to their source.

Analyses of competing products are proof conclusive whether or not the manufacturer's own products are keeping pace with the others in the field. At the same time the analyses show whether or not the advertising claims made for these competing items are warranted by their composition. Then in instances where the advertising claims are unwarranted such steps as may be necessary to stop this unfair competition may be taken through the advertising agency, the publications carrying the offending ads or by communication direct with the unreasonable advertiser.

Research is carried on in an endeavor to improve or to reduce the production cost of those products being marketed and to develop new ones to round out the line when desired. Problems are investigated which may have been suggested by an executive, or a department head or which have presented themselves as a result of factory experiences.

On occasions when the purchase of a formula or a business is in contemplation the laboratory carries on such work as is necessary to find the merits and uncover the inherent faults, and may prove to be the determining factor in deciding whether or not the business or formula should be acquired.

The foregoing has been advanced not with the idea of embracing all the channels along which the laboratory department will work and render co-operating service but rather with the idea of suggesting the many ramifications of its activity. Full reports on all work other than that of purely routine nature are just as essential as is the work itself. This applies to work that yields only negative results as well as that having considerable value, otherwise the same work might be repeated at a cost of considerable time and money at a later date especially when there is a change in the personnel. And unless this practise is carefully carried out the amount of useful data buried, overlooked or misapplied will assume surprising proportions.

The Cost of a Laboratory

No guide can be suggested for the expenditures that can be made profitably on the laboratory department. But, regardless of the amount expended, some simple system of keeping costs can be installed with marked advantage. The basic elements of cost are, of course, prime cost, direct expense and indirect expense.

Prime cost ordinarily includes the raw material and the direct labor and since there is no raw material cost the only prime cost is salary.

The direct expense includes such apparatus and chemicals as are broken and consumed and is easily arrived at.

The indirect expense is the overhead and may be arrived at by charging to this department that proportion of the total expense for heat, light, rent, maintenance, porter service, etc., as the floor space occupied by the laboratory department bears to the total floor space occupied by the whole organization.

In conclusion, the floor space required for a laboratory department is rarely in excess of 12 x 18 feet and frequently it functions satisfactorily in much less space. The outlay

for furniture, apparatus and chemicals may vary from \$600 to \$2,000 dependent upon the nature of the work to be carried out. The salaries of chemists are lower than is generally supposed. This is due, in part at least, to the fascinating nature of chemical work which keeps the supply of men in this profession in excess of the demand for their services. The salary paid may run from \$1,500 for a recent graduate to \$4,800 a year for a man of more mature years possessing considerable experience. Chemists who have had more than average training and experience and who have developed and launched a number of successful products will command a salary in excess of this latter figure of course. Instances are many where to distribute the higher salary a chemist has been engaged and assigned some executive duties in addition to the laboratory duties both of which he has discharged in a manner satisfactory to all concerned.

Finally, the success of any organization is the sum total of the success of all its members minus their failures. And the laboratory is in position to materially reduce the failures by reason of its analytical methods in undertaking the solution of its own problems and those presented by the other departments for co-operation. Therefore the installation of a laboratory department or the extension of the responsibility and corresponding authority of this department where it already exists and is well manned is invariably attended with manifold advantages to any organization in the toilet preparation industry that will proceed with a reasonable degree of thoroughness.

(To be continued)

THE MAN FACTOR IN INDUSTRY

Despite the fact that this is a mechanical age, of which quantity production is the earmark, business is more than ever turning its attention to the human factor in industry. The pendulum is swinging from machines to management. Or, as the Department of Manufacture of the Chamber of Commerce of the United States says: "The knowledge of tools and machines is no longer the dominant factor. The question of men and methods has become an outstanding consideration."

The Department of Manufacture, with this in mind, has embarked upon a study of human relations problems, and will from time to time publish the results of its investigations with a view to making available to manufacturers, large and small, practicable methods devised by industry to solve them.

The foreman, who has been characterized by manufacturers as "the spark plug of the industrial machine" or as "holding the key to industry," is selected as the starting point. The first study is to deal with foremanship. This will be followed by other studies dealing with the man factor in industry, among them the study of works councils which, though virtually unknown before the war, now number more than 800 in about 350 separate companies, and represent 1,177,037 workers.

Street Justice, or What's in a Name?

A taxicab driver in New York put on a spurt of speed at the request of his passenger with the result that the car got beyond his control and he upset a fruit peddler's cart. A policeman rushed to the scene and demanded the taxi driver's name.

"Michael O'Brien," was the reply.

"Indeed," said the policeman, "that's my name, be gorra! And where do you come from?"

"Cork, Ireland."

"So do I. Now you just stand still a minute while I go over here and arrest this fruit peddler for backin' into ye."—*Bottles.*

Wants the Perfumer Issued More Often

(Max Albert, 351 South 20th Street, Cedar Rapids, Iowa)

I certainly get a "great kick" out of your wonderful publication and have become so accustomed to it that I do not like to retire evenings before reading a good portion of it. Wish you would publish it more frequently!

PERFUMES FOR VANISHING CREAMS

Valuable Suggestions Regarding the Blending and Other Phases;

Price of Raw Materials a Factor, but Purity is a Real Essential

By WILLIAM A. POUCHER, Ph.C., London, Eng.

Author of "Perfumes and Cosmetics"

An article which recently appeared in this Journal dealt in detail with the manufacture of a pearly vanishing cream by rational methods (AMERICAN PERFUMER, March, 1925, page 17). While such a cream, prepared by the correct *modus operandi*, is in itself attractive, there is very little doubt but that a good perfume is necessary if the cream is to be a success.

Prerequisites for a Good Perfume

The qualities required of such a compound are:—(a) The cream shall not become discolored when exposed to light rich in actinic rays, or even after a long period when enclosed in a carton and kept in the dark. (b) The cream must have a soft elusive fragrance which will not disappear immediately after application to the epidermis. In view of the fact that the former is of major importance it seems desirable that it should be dealt with first. The substances which must be avoided if the cream is to remain white under all circumstances are:—

1. *Essential Oils.*
Cassa. Clove.
2. *Synthetics and Natural Isolates.*
Heliotropin.
Indole.
Methyl Anthranilate.
Eugenol.
Iso-Eugenol.
Cinnamic Aldehyde.
3. *Flower Absolutes.*
Jasmin.
Orange Blossom.
4. *Gums.*
Benzoin Resinodor.

Of all the above heliotropin is probably the worst, and in a very short time will turn a cream a reddish pink. Should this odor be desirable, however, it can be imitated with vanillin and traces of benzaldehyde. The absolutes mentioned contain indole, which has the same disadvantage as heliotropin. Mere traces of these absolutes are permissible, but it is better to be safe and employ rose absolute with benzyl acetate, which will give close imitations of jasmin in a compound and rose absolute with terpenesless French petitgrain oil, which approximates in odor to that of orange blossom. Benzoin is permissible in small quantities only—large proportions will produce a pinkish cream in time. The other substances included in the above list darken the cream according to the percentage present. If large quantities are used the color becomes quite greyish.

The Volatile Solvent Process

In determining the type of odor to be adopted for a new vanishing cream it often becomes very necessary to pay attention to the question of price of raw materials entering a compound. If a really first-class product is desired which will yield a fresh floral fragrance, then the use of flower absolutes becomes imperative. The substances, if purchased

as pure as possible, are extremely expensive, but small percentages only are necessary. They are manufactured in the South of France by the volatile solvent process.

This process was first experimented with by Robiquet in 1835. He extracted jonquil flowers by percolation with ether, and after evaporation of the solvent, obtained a fatty substance having the soft delicate perfume of the flower. Very little notice was taken of these experiments for a number of years, since the pomades prepared by enfleurage were generally employed by perfumers.

In 1856, however, Millon conducted further experiments on similar lines utilizing other solvents such as ethyl alcohol, chloroform, carbon disulphide and benzene. This chemist continued to use open percolators which resulted in the loss of so much solvent that the process had little prospect of commercial success.

It was in 1879 that Naudin patented a closed apparatus which eliminated these losses, and all the modern plants now operating are constructed on the basis of his experiments. The earlier workers had not the advantage of employing the light fractions of petroleum since this solvent was then comparatively unknown. Naudin, however, used it with great success, and today petroleum ether, having a specific gravity of 0.650 at 15° C. is almost universally employed. It is first purified by treatment with sulphuric acid and alkali and afterwards rectified by redistillation. By means of this solvent Naudin obtained a waxy substance now known as *concrete*, and containing as much of the perfume as can be extracted from the flower together with pigments, waxes, etc.

The Modern Apparatus

The modern apparatus resembles a battery of percolators containing trays on which the flowers are placed. These are hermetically sealed and connected the one with the other by means of tubes. The first in the series is connected with the drum containing the solvent, and the last in the series with a vacuum still. As the petroleum ether runs through the flowers it dissolves out the perfume, waxes, pigments, etc., and after passing through the whole battery runs into the vacuum still where the solvent is distilled off at a low temperature, and automatically runs back into the solvent tank for use over again. As the flowers in each drum become exhausted they are replaced so that the process becomes a continuous one. The low temperature at which distillation *in vacuo* takes place does not in any way impair the fragrance of the flower concrete.

This concrete is now dissolved in strong alcohol in an apparatus called a *batteuse*, where the mixture is shaken for a long period. Any insoluble wax is subsequently removed by filtration and the soluble wax, etc. by freezing. The absolute flower oil is separated from the alcohol by distilling off the latter at a low temperature *in vacuo*. The substance left behind, then, represents the whole of the perfume from the flower, and, as above stated, is very expensive. Absolute flower oils are generally of a syrupy consistence, and

occasionally semi-solid. Those of most value in vanishing cream perfumes are: rose, tuberose, mimosa, and cassie.

Volatile Oil Perfumes

The essential oils prepared by distillation are invaluable as raw materials of perfumery and when price will not admit of the use of the above described flower absolutes, the softness of odor, as far as it can be obtained, is determined by their skillful blending. The process of distillation is so familiar to chemists that no reference to it is necessary here. Among the volatile oils, much used for perfuming vanishing creams are the following, which are of importance: Rose, otto, ylang ylang, cananga, clary sage, vetivert, patchouly, neroli, bergamot, lavender, petitgrain, geranium, bitter almond, concrete orris, cedarwood, guaiacwood, palmarosa, lemongrass, bois de rose, and Mexican linaloe.

Synthetics and Natural Isolates

The synthetics and natural isolates generally have a coarser odor than the essential oils, and require to be sparingly used if a good blend is desired. In order that the difference between these two classes of substances may be clearly appreciated it is only necessary to give two instances. A typical synthetic is vanillin. This may be prepared in several ways, but in this country it is made from the eugenol separated from cloveoil. Eugenol is converted into isoeugenol, and thence by oxidation into vanillin. A typical natural isolate is geraniol. This occurs in the free state and also in the form of esters (principally as acetate) in numerous essential oils. Palmarosa oil contains about 80 per cent of free geraniol, and is isolated by distilling the oil under reduced pressure. The distillate is fractionated and the impure geraniol collected separately. It is subsequently purified.

The synthetics and natural isolates, therefore, offer a wide range of choice. Those of importance are: Coumarin, vanillin, musk ambrette, terpineol, ionone, hydroxy-citronellal, rhodinol, geraniol, citronellol, and their esters, benzyl acetate, anisic aldehyde, the iso-butyl derivatives, and the esters of cinnamic and benzoic acids.

Resinous Substances

The resinous substances are very valuable because they act as fixators as well as blenders. That is to say, they hold down the more volatile constituents of a perfume so that evaporation is more even. Thus the blend is maintained during use and the distinctive odor retained for a long period after application. Among the resinous substances of importance are oakmoss, labdanum, olibanum, myrrh, malefern, and styrax. They may be used in form of a tincture, but are now marketed by several firms in a highly concentrated and purified form known as resinoids. The process is not a difficult one.

A strong tincture is prepared by shaking the crude gums, resins, etc., with a suitable solvent such as benzene, alcohol, or petroleum ether in a special machine for several days. The insoluble matter is filtered out, the color sometimes removed, and the solvent distilled off *in vacuo*. In the case of oakmoss and labdanum, the raw material is collected and extracted by the volatile solvent process on almost the same lines as the absolutes mentioned above. Oakmoss has a musky-lavender odor, and that of labdanum resembles ambergris.

The animal products represented by tonquin musk, civet, castor, and ambergris are invaluable as diffusers and fixators. They should be used in the form of well-matured tinctures.

The preparation and properties of these numerous raw materials of perfumery are dealt with in detail by the author elsewhere.¹

Blending the Perfumes

Having considered very briefly the substances from which modern perfumes are manufactured, it now remains to indicate the means of producing the finished compounds for use in vanishing creams. In the majority of cases it is safe to say that the type of odor aimed at is of oriental blend. These are obtained by a liberal use of flower absolute and heavy essential oils, together with synthetics which are used in quantities sufficient only to modify the flower note to such an extent that it is characteristic and yet inimitable. The essential oils employed to give the characteristic oriental backing are patchouly, vetivert, santal, and often ylang ylang.

It should, of course, be remembered that when compounding any otto the various substances must be left standing together for several days before an idea can be obtained of its final odor note, smoothness, etc. This is particularly noticeable when ionone is used, since the odor of this ketone seems to entirely disappear when first added to other aromatic substances. After a compound has matured for a month it will often be found that further additions of one thing or another are necessary before the experimenter is satisfied with his efforts. It then remains for the otto perfume to be added to the vanishing cream and the samples of the finished article exposed to the usual conditions of commerce to make sure that the odor or the cream will not alter in the course of time.

¹ "A Dictionary of the Raw Materials for Perfumes, Cosmetics, and Soaps." (Chapman and Hall.) Second edition now in the press.

COSMETICS AND POISONS: A NEW VIEW

Common sense seems to be getting an inning once in a while in the medical world in relation to cosmetics and it is pleasant to find the New York *Medical Critic & Guide* voicing the rational trend in the profession, as witness the following extracts from one of its editorials:

"At the last meeting of the American Medical Association the old subject of cosmetics and their injurious effects was taken up in a paper read before the section on Dermatology and Syphilology. I feel tempted to say that it was labor lost. And for two reasons. **First, the injurious effects of the cosmetics now used are practically nil; at most the excessive use of powders and rouges result in a slight irritation or a mild dermatitis.** No manufacturer is now so stupid as to use injurious ingredients like lead carbonate; even bismuth subcarbonate has been practically discarded on account of its property to turn black when in contact with any sulphide or H_2S emanation. But and this is the second reason—even if the cosmetics were injurious, even if they did ruin the skin, it is quite hopeless to expect that women would be influenced by any warnings and would give up their use.

"For, painful as it may be to us, rational males and supermen, to admit it, the truth remains that to the vast majority of the ordinary male, the powdered and rouged female is more attractive, more appealing, or at least more exciting than the natural one (unless the latter happens to have a natural rosy, brought from the country, complexion). And the woman knows it; and in order to please the male she will risk worse things than a spoiled skin. She will risk her health and her very life to hold the man. And to tell her that by using face powder, rouge and lip stick she will get a splotchy skin (which another layer of powder and rouge will cover up) is a waste of breath."

Perusal of the advertising pages is no less a real duty than scanning the text pages of this journal every month.

BUILDING UP THE "BUYING HABIT"

Some of the Difficulties in Securing Habitual Users of Toiletries, and Holding Their Custom Permanently

By LEROY FAIRMAN

New York Advertising and Merchandising Expert

The other day I heard of the death of the widow of a man who, 25 years ago, was quite a prominent figure in New York advertising circles. Among his other enterprises was a proprietary article which he originated, and which for a considerable period was extensively advertised in the newspapers throughout the country.

When this man died, his heirs evidently concluded that it would be the best policy to "milk" this business for whatever there might be in it, rather than to go on spending money advertising. Whether or not this was the wiser policy, nobody will ever know; but it was somewhat surprising to learn, at the death of the widow, that, without any advertising, the business had, for 20 years or so, paid her a very handsome income.

Trade Held by Satisfied Purchasers

The manufactured product was, in this instance, a simple remedy for a common ailment. It would seem that, during the time when this product was widely advertised, a large number of people had tried it, found it satisfactory, and went on using it year after year. Other articles of a similar nature and intended for the same purpose have, in the meantime, been lavishly advertised and attained a tremendous sale, but the product in question has nevertheless held quite a respectable volume of trade.

The experience of St. Jacob's Oil was totally different. Thirty years ago, or thereabouts, this product could be found in every drug store in the land and enjoyed an enormous sale. Its advertising, too, was cut off by the executors of the estate of its original owner, and in a surprisingly short time St. Jacob's Oil was as dead as Pharaoh. It seemed to melt away and disappear into thin air as by the wave of a magician's wand.

The reason for these entirely different sets of consequences of an identical policy seems to be this: One product was intended to relieve an interior ailment; the other was for exterior ills. Having found something which benefited their insides, it seems that people stick to it and are disinclined to experiment with other remedies, but they hold their outer surfaces in less respect, and will quite readily switch from one liniment to another. If that isn't the explanation, I am sure I don't know what can be.

The Psychology of Switching Products

At any rate, other observations confirm the conclusion that the public does readily switch from one article to another when they know that the change will not especially affect their health, comfort, happiness, convenience or pocket-book.

Here we arrive, it will be seen, at a logical deduction of special interest to the manufacturer of cosmetics, perfumes, and similar products. It is true of soaps, dentifrices, shaving creams, face creams and preparations for the care and preservation of the hair, that they are essential to health, comfort or happiness. It is also quite true that certain types of individuals find some particular brands of these

products so suited to their needs as to be essential, or measurably so.

But when we consider such commodities as talcum powder, face powder, rouge, perfumes, and similar toiletries, we find an altogether different set of conditions. None of them, strictly speaking, is essential to health, comfort, happiness or convenience. Some of them have been in use from prehistoric times, and many fair women could be found who would assert that they are among the necessities of life. But the fact remains that if all of them were wiped out of existence, life would go on as before, and society would soon accustom itself to doing quite nicely without them.

Such being the case, it becomes obvious that, the commodities as a class being non-essential, special types or brands of them cannot have a deep and lasting hold upon their consumers. In other words, if madam could find existence quite tolerable with no perfume, it is clear that she could get along even more comfortably and happily if she were deprived of Wooglum's, although she may have used it for years.

Thus we find that principles which govern the marketing and continuously profitable sale of one type of commodity, do not at all apply in the case of another. If madam is a sufferer from an obstinate and distressing indigestion, and at last finds a tablet that gives her relief, her joy will be so great that she will go on using that tablet to her dying day. But if she has a lame shoulder, a less intimate and alarming ailment, she will switch from one liniment to another with little hesitation. And if she has been using Wooglum's face powder for years, and sees a full-page advertisement in the *Perfect Ladies' Journal*, which sets forth that the blindingly beautiful Countess of Blah uses Wagglum's, she will hotfoot it to the drug store for Wagglum's without a moment's delay!

Difference Between Luxuries and Necessities

It is not difficult to induce the consumer to try an article once; the difficulty is to keep him in line. This problem is especially troublesome in the case of luxuries, and increasingly so if frequent purchases are necessary.

If you sell a woman a pair of scissors, not only do you sell her a necessity but one which will last her for years. If they are good scissors, the odds are that she will buy another pair of the same kind in three or five years from now. Anyway, her next purchase is a long time off; she represents no immediate selling problem. But when you sell a woman a tin of talcum, you've got to sell her another in three or four weeks, and keep on and on and on. Some job!

People buy the same product repeatedly through what may be termed the buying habit. Some people form the buying habit more easily than others, and cling to it more tenaciously. With such people, the habit becomes so fixed and settled that it is extremely difficult to switch them even to a better product. These are very valuable customers.

I happen to belong to this class myself. A good many

years ago I formed the habit of buying the old New York *Evening Telegram* every day when I went out to lunch. In those times I used to go to the races every Saturday afternoon, and I formed the habit of reading the *Evening Telegram* because it published the most complete racing news, and was the only evening paper that printed the tables of "past performances."

As the years went by I lost interest in the races and paid no more attention to them; but I kept on buying the *Evening Telegram* when I went out to lunch. Every day, for I don't know how long, this buying habit held me fast. I remember with amusement the day when I finally said to myself, "What the devil do you go on buying this bum paper for? You don't like it; there's hardly anything in it that interests you. You don't read it; you simply glance through it and throw it away? What's the idea, anyway?" And I never bought a copy of that paper again.

In every community there are a certain number of people who, like myself, form persistent buying habits which are hard to change. But, alas! there are not enough of them—and most of them are men.

Fair Sex Always Easy to Switch

Women are easy to switch, particularly as regards toilet articles. If a man tries a shaving cream or a dentifrice that he likes, the good, easy-going creature will probably go on using it till the end of time. But women are different. They are hard to hold.

A woman is, as a rule, intensely preoccupied with her physical appearance. She longs passionately to be as beautiful as the Countess of Blah. She reads the beauty ads in the newspapers and magazines, searching for ideas that will enhance her charms. And she will try anything once.

Yet, difficult as it is, this buying habit must be established and maintained, on the part of a large body of consumers, or your product cannot enjoy an extensive and profitable sale.

It is first of all essential that your article must have merit; there must be quality in it, and that quality must be preserved. This does not necessarily mean that you must produce the finest goods in the world; it means, rather, that your product must possess certain characteristics which appeal powerfully to certain classes of people. These people may be high class, middle class or low class—the important thing is to know definitely just what class you are aiming at, to produce goods which appeal to that class, and to get after that class and keep after it.

Nice Little Business Can Vanish Quickly

The next essential is persistence. Let us say, for example, that in Bay City an introductory selling and advertising campaign has secured for you a hundred customers. That, you say, is a nice little business for a small town, and you take your eye off Bay City and proceed to forget it. Along comes one competing product with a smashing window display in both the drug stores, and a guessing contest to arouse public interest. Along comes another competing product with an advertising campaign in the local paper, featuring the testimonial of the Countess of Blah.

Away go a big percentage of your hundred customers. All you have left are those who have formed the buying habit and those who like your product so well that they don't believe anything else will be equally satisfactory.

So you still have a little business in Bay City, and some

of those who tried the competing products won't like them so well and will drift back into line.

Now the question arises, What are you going to do with Bay City? If you let it alone, what little business you have there will slowly disintegrate before the repeated onslaughts of competition. The few faithful friends who would stand by, will be "unsold" by druggists who prefer, for obvious reasons, to sell them something else.

But if you come back to Bay City, and hit it up again with vigorous selling and advertising activities, you will get a hundred and fifty, or two hundred customers. The old friends will be reminded of your merits, and return to the fold. Others who are harder to convince, women who were not quite "sold" by your first campaign, will buy. Friends of your old customers who have heard your goods praised and "meant to try them," will be reminded of that fact; they will buy, too.

Patience and Persistence Are Valuable

It takes persistence, patience and hard work to build up for yourself a sufficient body of steady users—people who have got the buying habit good and strong—to put Bay City permanently on your map. And every once in so often you have got to go back there with more advertising, to hold the old customers in line and get new ones, to convince the new generation of young women that the toiletries mother uses are right up to the minute, used by society folks in New York and highly recommended by the Duchess of Wow.

If there were only one Bay City, every manufacturer would admit the wisdom, and see the necessity, of such a policy, and follow it. But there are thousands and thousands of Bay Cities. One of the chief troubles of our beloved country is that it's too big. If the country were smaller, we would have more really big manufacturers. It is so very large, and contains so many Bay Cities, that the manufacturer with a little, thin business, spread all over the map, feels that he has really arrived. The total of all these little fragments of business, scattered from Maine to California, is large enough to make quite a lot of money—so he gets all swelled up with what he calls a success. As a matter of fact, he hasn't scratched the surface. This is true, of course, of the industry as a whole as well as of the individual manufacturer.

NOVELTIES IN BRITISH CONTAINERS

(Special Correspondence of This Journal.)

LONDON, Nov. 7.—Novel and far more cheerful colors than hitherto are now being offered by British manufacturers of perfume bottles and toilet cream and bath salts jars. They enable preparations for the dressing table to be presented to the purchaser in containers of distinctive beauty and with a brightness of artistic coloring and uniqueness of shape not usually obtainable previously from domestic sources.

A novel talcum power container has lately been introduced through the London market. A box, somewhat oval in shape, is made a little convex at the top and bottom, and when the latter are gently squeezed the power is impelled through a hole in the front, thereby replacing sprinkler tops.

Dainty pads loaded with complexion powder—pink, rachel, or natural in tint—are now being marketed. They are designed to replace puffs, and are contained in a pocket of a small neat wallet, on the inside of the flap of which is a mirror. The pad alone is also sold for men, carrying antiseptic power, the whole providing a useful after-shave application.

COURTS REFUSE TO BAN USE OF NARCISSUS AND AMOUR

Federal Judge Rules Against Using "Paris" on American Perfumes;

Appeal Heard in Oakmoss Case; High Court Validates Origin Label

The right of anyone to use the name "Narcissus" to describe an odor for perfumes or toilet preparations has again been upheld in an interlocutory decree signed November 13 by Judge Lowell in the U. S. District Court, Boston, Mass., in the case of Caron Corporation vs. A. Joncaire, Inc., of Boston.

While the decree restrains the defendant from using the words "Narcisse D'Or" it distinctly permits the use of the words "Narcisse" or "Narcisse D'Orlay."

The use of packages or bottles bearing the words "France" or "Paris" unless additional markings are put upon them to make it known that the perfume content was not made in France or Paris is specifically enjoined.

The injunction also restrains the use of black stoppers or black ornamentation on bottles or by other means suggesting the idea of "Black Narcissus." Joncaire's bottle, which is shown in the accompanying illustration, was permitted.

The significant part of the decree follows:

"That a temporary injunction issue herein under the seal of this court and directed to the defendant, its officers, agents, servants and employees and all persons acting through and

veyed by the plaintiff's trade mark 'Le Narcisse Noir' for perfume. Except as above provided the defendant may use the words 'Narcisse' or 'Narcisse D'Orlay' as trade names for its products and the bottles now in use for its products."

It might be mentioned incidentally that A. Joncaire, Inc., discontinued using the name "Narcisse D'Or" as well as the black stoppers about a year ago. Since the granting of the decree, the company has agreed to discontinue the use of its little black and gold tassel for which another color will be substituted. Its bottles of perfume are to be labeled "Spirits added and bottled in U. S. A." The use of this label to-



CARON EXHIBITS PRESENTED TO THE COURT



JONCAIRE BOX OFFERED IN EVIDENCE

under it or in privity with it, enjoining and restraining them and each of them, pending this cause and the further order of this court, from making or causing to be made, or selling, or causing to be sold, or causing to be offered for sale, or advertising in any way for sale, any perfumes or toilet preparations labelled with the words 'Narcisse D'Or'; and from using containers, boxes, cartons or bottles bearing the words 'France' or 'Paris' or other words suggesting that the liquid contents originated in France unless said containers, boxes, cartons or bottles are so marked or labelled as to clearly make it known that the said containers, boxes, cartons or bottles, not the perfume contents, are made in France; and from using in the sale of perfumes or toilet preparations any bottles with black stoppers identified and described in the bill of complaint and moving affidavits as being used by the defendant, or any other bottles with black stoppers or black ornamentation upon or about the neck of said bottles in any way similar to plaintiff's 'Le Narcisse Noir' bottles identified and described in the said Bill; and from otherwise suggesting or conveying in any way the idea of 'Black Narcissus' con-

gether with the change in the tassel are the only ones A. Joncaire, Inc., were required to make.

In view of the numerous inquiries which come to our office requesting information as to what steps are necessary to get the word "Paris" on the label this decree from a Federal court on the use of the word "Paris" or "France" on the label is illuminating. The practice of some American firms trying to invest their products with a French atmosphere by means of such a label instead of offering them frankly as American-made products should decline. American-made perfumes should bear comparison with the best produced abroad and the conviction is growing that it is not only erroneous to let the public conclude that such products are made abroad but in the long run it is bound to defeat itself.

A prior decree entered October 28 restrained the defendant from using the term "Narcissus" but as the injunction was entered without notice to counsel for the defendant, as provided by rules of the court, the court readily considered a motion to modify that decree; and accordingly after argument by counsel the court vacated the injunction of October 28.

NO INJUNCTION ON USE OF "AMOUR"

A motion for a preliminary injunction has been denied in the suit of Roger & Gallet, Paris, France, against John Wanamaker, New York and Philadelphia, to prevent John Wanamaker from using the trade mark "Charme d'Amour" for toilet preparations because of the registered trade marks of the plaintiff for "Fleurs d'Amour" and "Bouquet des Amours." The United States District Court, Southern District of New York, holds that no injunction should be issued, since the word "Amour" has been in common use as a feature of other trade marks for similar goods, and that the other words composing the respective marks are sufficient to distinguish them from each other. The court cites such

(Continued on page 544)

NOVEMBER REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

GRASSE, November 5.—Following is the monthly report for November on essential oils and floral products:

Orange

The situation of orange products has not varied since our last report. The demand for all of the specialties of this perfume material is normal, and not until the next crop will all the remaining stocks be sold.

Rose

The market in rose products is not very active though the demand has been regular. The winter season will have to pass before we will be able to get an approximate idea of the next crop. In any case an increase is not likely save that the atmospheric conditions here in the winter may injuriously affect the Spring blossoming—an important condition that it is never possible to foresee concerning the Grasse products.

Jasmin

The very fine weather that we have had since the end of October has permitted an extension of the crop gathering period for these flowers. Contrary to preceding years the autumn flowers are very fragrant and can be used to good advantage, and, provided the rain and frost do not put an end to the crops, it may be possible to continue gathering another week or two. The demand for jasmin products is very active and the stock of jasmin pomade will be less than last year as most of the crop were treated by the volatile solvent process, on account of the frequent rains during the month of September.

Tuberose

The gathering of the crop has terminated and is not very important, as the demand is weak and the stocks on hand will suffice to meet all demands until the crop in August, 1926.

Cassie

The new crop has commenced and is expected to be about normal.

Geranium

This oil has not been in great demand for several months, and prices have not advanced. As a matter of fact there has been a little weakening in this market, but we hope for a renewal in buying on account of the advantageous prices that prevail. The consumers of this oil we hope will be encouraged to cover their requirements at the prevailing prices, that for them are extremely advantageous, especially on account of the low value of the franc at the moment.

Mint

These exotic oils increase in price daily. The mint oil of Grasse sells at about current levels, as the stocks have been much reduced and the demand is quite active.

Lavender

A let-up in the buying of this oil has weakened to a slight extent the course of the market, but quotations, however, remain very interesting to users. We can give assurances that not over half the crop remains unsold, probably not more than about a third. At the present price the

purchases have been resumed and it is the general opinion that approximately the present price will prevail until the next crop. It is of course difficult to look into the future, but any marked weakening of the price does not seem to be within the range of possibility.

Aspic

Any weakening of the price of this oil that remains in stock cannot be so marked as that which might possibly occur in the case of lavender. Good qualities are a little firmer than during the past year.

RESEARCH CENTER FOR GRASSE REGION

During the recent session of the General Council of the Department of the Alpes-Maritimes a decision was reached in regard to the contemplated Agricultural Research Center which is to be located at Antibes where it is anticipated that it will be of the greatest service to the flower growers of the Grasse region.

This new organization, which will group in a single center all the agricultural service units of the Department now existing and add new ones, owes its establishment largely to the energy and initiative of Dr. Eugene Charabot, himself a member of the Council and of the Academy of Agriculture. He has always manifested a lively and practical interest in scientific methods of agriculture, particularly as applied to increasing the perfume-giving constituents of flowers. The new Research Center is an end toward which he has been working for many years.

Great things are expected of the Station which at the beginning will have a staff of not less than twenty experts provided by the Institute of Agricultural Research, an organization founded in 1921 under the patronage of distinguished scientists, of whom Dr. Charabot was one, and whose purpose was to assist agricultural production on French soil.

The new Station will use facilities already available at Antibes and in addition two buildings will be erected at a cost of half a million francs of which the Department will contribute not more than two hundred thousand. The Research Center will include the following units: a Station of Essential Oil Technology (to be organized), an Entomological Section (to be transferred from Menton), a Station for Bee Culture Research (to be transferred from Montpellier), a Station of Agricultural Information which is already in existence at Antibes; and, last but most important from the standpoint of the perfume industry, a laboratory for the study of the formation of odorant and medicinal principles in plants.

Dr. Charabot, to whose efforts the establishment of the Research Station is largely due, is best known in the United States as head of Hugues Aine (Charabot & Co.) represented in America by Ungerer & Co., New York.

Just Twins!

As the blushing bride said to the furniture salesman, according to an observant contributor to the *Western Druggist*: "Twin beds are all very well, but of course, there is no use buying them until we get the twins."

An Appreciative Reader in Belgium

(Ed. J. Ford, Toilet Preparations, 67, Rue des Goujons, Brussels, Belgium)

I always read your interesting journal with great pleasure and heartily congratulate you on its general usefulness.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

**Label Makers Ask for Trade Name to Identify Imitation Engraving;
Chemists, Druachems and Others Busy; Four Societies Fraternise**

NATIONAL LABEL MANUFACTURERS

The Label Manufacturers' National Association held its regular Autumn meeting at the Edgewater Beach Hotel, Chicago, October 19 and 20. This is an association of manufacturers engaged in the production of fine grades of multi-color label work for food products, drug specialties and nearly every class of commodity put up in consumer packages. These manufacturers employ both the typographic and the lithographic processes, including the offset process for producing color printing. The association is national in scope and educational in character and has adopted modern ethical standards.

At the Chicago meeting it was found that the volume of business was running about equal to a year ago, with a noticeable livelier current demand which presaged a larger volume of business during the coming months.

One of the outstanding features of the meeting was the ratification of a resolution recommended by the Graphic Arts Conference Board on October 19, in relation to a process employed to produce business stationery to resemble engraved work, but which is not actually engraved.

This is the action which the association approved:

"Resolved, That the Graphic Arts Conference Board deprecates the use of the terms engraving and embossing or their derivatives as applied to all process work not actually engraved or embossed according to the commonly accepted meaning of those terms in the graphic arts; and be it further "Resolved, That it be suggested to the producers of imitation engraving or embossing, or whatever it may be termed, that there be evolved a trade name that will be descriptive of the process and not be misleading; and that the co-operation of this Board be tendered in the accomplishment of this purpose."

The officers of the association are: W. J. C. Karle, of the Karle Lithographic Co., Rochester, president; Herman Fietsch, of the Kehm, Fietsch & Miller Co., Chicago, vice-president; Richard Dorsey, of the United States Printing & Lithograph Co., Baltimore, treasurer; and H. A. Dickie, executive secretary, with offices at 19 West 44th street, New York.

American Manufacturers of Toilet Articles

During the month H. Henry Bertram, secretary of the American Manufacturers of Toilet Articles, has sent out two very important communications to the members, Bulletins No. 70 and No. 71, in relation to the crisis in Washington legislation regarding the war tax on alcohol and other related subjects in connection with the administration of the law in connection with the use of this raw material in the perfumery industry.

The work of getting out the association's 1926 Year Book is going on steadily and copies may be available much before the holiday season begins.

Dr. Wesson Heads Jersey Chemical Society

The New Jersey Chemical Society was organized in Newark recently with the following officers: Chairman David Wesson; vice-chairman, Herbert B. Baldwin; secretary-treasurer, Allan R. Cullimore; corresponding secretary, Frederick W. Zone; directors, three years, F. J. Pond and J. M. Kessler; councillors, Carleton Ellis, Ralph G. Wright, Charles P. Titus, David Wesson, H. B. Baldwin and A. M. Muckenfuss. Hugh K. Moore spoke on by-products of the paper industry.

American Grocery Specialty Manufacturers

The seventeenth annual convention of the American Grocery Specialty Manufacturers' Association will be held in Washington, D. C., December 8, to 10, at the Mayflower Hotel. An interesting program has been prepared, which includes the Soap Section.

DRUACHEMS TO WEAR ALLIES' MANTLE

Since the quiet interment, with distributions made to charity by the old New York Allies, the Druachem Club has taken on a fresh phase of life in the industries. The annual Druachem Club Frolic on November 16 was more ambitious than ever before and was staged in the Waldorf-Astoria Hotel, where functions mean something. The banquet, supervised by the famous Oscar, was followed by a show lasting two hours. The participants included by invitation numerous members of the Salesmen's Association who are not members of the club.

The Druachems, it is understood, have decided not only to occupy the old Allies' field but to furnish the trade with a successor to the historic Aroma Club and the renewed interest in the club quarters at 15 John street, as well as in the recent election of officers, may be given some consideration.

B. J. Gogarty was chosen president at the annual election held November 5 at the club quarters. He succeeds B. M. Spencer. Other officers of the club elected for the ensuing year include Ralph E. Dorland, first vice-president; Edgar Lewis, second vice-president; J. A. Corson, treasurer; Alexander Leith, Jr., secretary. New members of the Board of Governors included Frank J. McDonough, 3 years; Foster Smith, 3 years; Ira Vanderwater, 1 year.

Four Chemists' Societies Hold Joint Session

A joint meeting of the New York sections of the American Chemical Society, Society of Chemical Industry, American Electrochemical Society and Societe de Chimie Industrielle, was held in Rumford Hall, this city, November 6. Prof. James Kendall, of Columbia, on "The Separation of Rare Earths," and C. B. White, of the Metalsloth Company, on "A New Use for Rare Earths," were the speakers on the program. The next joint meeting will be held February 5.

St. Louis Pharmacy College Alumni Celebrate

Members of the Alumni Association of the St. Louis College of Pharmacy, numbering more than 3,000, who are scattered throughout every section of the United States, celebrated the fiftieth anniversary of their organization recently with a program and luncheon at the College of Pharmacy, 2108 Locust street, and a dinner at the Chase Hotel. Among the speakers were Prof. Francis Hemm, Edward H. Wolff, Dr. H. A. B. Dunning, H. C. Christensen, William Mittelbach, Carl F. G. Meyers, William C. Bolm, Dr. H. M. Whelpley and Charles Gietner.

Salesmen Dine and Hear About Bakelite

The autumn meeting of the Salesmen's Association of the American Chemical Industry was held at the Builders Exchange, October 27, and practically the entire membership was in attendance. Dr. F. P. Summers, past president of the organization, turned over the gavel to the incoming president, Elias A. Johnson. Dr. L. V. Redman, of the Bakelite Corporation, delivered an interesting talk on this new American invention. During the dinner the members and guests were entertained by a cabaret.

New York Hairdressers' Exhibition

An exposition will be held at the Pennsylvania Hotel, in this city, on December 16 and 17 under the auspices of the New York Hairdressers' Association.

Association News Elsewhere in This Issue

An account of the recent meeting of the Canadian Perfumers' Association will be found in the Canada Section. Our Chicago Correspondence also gives information about club activities in that city.



OFFICIAL REPORT OF FLAVORING EXTRACT MANUFACTURERS' ASSOCIATION

Since our October report, Fred S. Rogers, the president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, vice-president and chairman of the legislative committee, as well as the other officers and committeemen, have been busy with the affairs of the Flavoring Extract Manufacturers' Association.

One of the chief subjects of interest during the month was the hearing of the Ways and Means Committee of Congress on the proposal to abolish the war tax on alcohol, which will be found reported in our Washington Correspondence. Other matters of interest to the trade also will be found in that department.

INTERESTING NEWS IN AN ALLIED ASSOCIATION

Secretary Hickey's report to the National Manufacturers of Soda Water Flavors, the proceedings of which association's twentieth convention are printed in this issue, will be found to contain matters of either close or collateral interest to flavoring extract manufacturers. Hickey's strong position in relation to the hysteria to enact bad laws is no less important than his reference to the labeling agitation in the State of New York. Taken altogether his report is extremely valuable to the members of the allied industries.

NEW COMMITTEE APPOINTED BY PRESIDENT.

President Rogers has announced the appointment of the Convention Committee for 1926. As previously published the Executive Committee has selected the metropolis as the place for the seventeenth annual session and there is every prospect that it will be one of the largest, best and most important of the series. New York City offers great possibilities for conventions and the committee may be depended upon to set a new high mark of achievement. The personnel of the committee follows:

CONVENTION COMMITTEE

Louis Spencer Levy, chairman, AMERICAN PERFUMER & ESSENTIAL OIL REVIEW, New York City.

C. R. Hammond, The Rossville Co., New York City.

Hugh C. Peters, Thurston & Braidich, New York City.

Chester E. Smeltzer, Dodge & Olcott Co., New York City.

Dr. H. F. Croen, Morana, Inc., New York City.

L. B. Parsons, Seeman Bros., New York City.

B. H. Smith, Virginia Dare Extract Co., Brooklyn, N. Y.

F. M. Boyles, Jack Beverages, Inc., New York City.

R. Righton Webb, W. J. Bush & Co., Inc., New York City.

J. B. Magnus, Magnus, Mabey & Reynard, Inc., New York City.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in FEDERAL AND STATE official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our WASHINGTON CORRESPONDENCE, SOAP SECTION and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 13,451 to 13,600, inclusive, sent our recently by the Bureau of Chemistry, Washington, D. C., the following are of interest to our readers:

13,542. Adulteration and misbranding of strawberry oil, raspberry oil, and vanilla flavor; plea of guilty; fine \$200. Analyses of samples of the two oils showed that they were alcoholic solutions of aromatic oils artificially colored. The vanilla compound was a hydroalcoholic solution of vanillin and coumarin colored with caramel, and another vanilla flavor was found to be a hydroalcoholic solution of vanillin colored with caramel.

13,554. Adulteration and misbranding of Concord grape soda water flavor; three containers condemned by default and ordered destroyed. Declared to be an artificially colored and flavored solution mixed and packed so as to reduce, lower and injuriously affect the quality and strength of the article. Label: "Soluble Grape Soda Water Flavor Contains added flavoring products identified in grapes, artificially colored." This was held to be, and misleading as it was, "an imitation of, and offered for sale under the distinctive name of Concord grape soda water flavor, whereas it was not, but was an artificially colored and flavored solution containing little or no grape juice."

Olive oil prosecutions for adulteration and misbranding were two in number. One defendant was fined \$100 and the other was fined \$10.

Food Faddists and Slogans Attacked

The twenty-eighth annual convention of the American Bakers' Association at Buffalo, in September, was marked by a sharp attack upon the critics of bread as a wholesome nutritional food. It was delivered by Dr. Morris Fishbein, backed by the American Medical Association, of whose journal he is the editor. Dr. Fishbein laid right and left among the various "food fakers" and "nutritional faddists" handling them without gloves and indicating that the American public is being badly gorged with misinformation respecting nutrition and particularly in bread.

"We are a people singularly cursed with faddists," he said. "We have educational cults, healing cults, religious cults and heaven alone knows how many peculiar promotional systems. We have dietary faddists who believe that the eating of more white bread, more meat, more fruit or more raisins is necessary to healthful living. The time has arrived for calling a halt to the growing procession of slogans that tend to promote panaceas for health and well being."

"Actually there is no conclusive evidence to support any

(Continued on Page 520)

NATIONAL MANUFACTURERS OF SODA WATER FLAVORS

Twentieth Annual Convention, Held at Kansas City, Mo., October 20, 1925



W. H. GAST,
(VICE PRESIDENT)



AUGUST PETER,
(PRESIDENT)



H. E. HARRISON,
(TREASURER)

OFFICERS OF THE N. M. S. W. F. FOR 1925-26

President, AUGUST PETER, Milwaukee, Wis.

Vice-President, W. H. GAST, Chicago, Ill.

Treasurer, H. E. HARRISON, Chicago, Ill.

Secretary, THOMAS J. HICKEY, Chicago, Ill.

Directors (in addition to the officers): CHARLES O'CONNOR, Philadelphia, Pa.; HARRY WHITTLE, Philadelphia, Pa.; WALTER SCHIRANCK, Milwaukee, Wis.; THOMAS M. MURPHY, Atlanta, Ga.; CHARLES H. HOUSE, Buffalo, N. Y.



THOS. J. HICKEY,
(SECRETARY)



CHARLES O'CONNOR,
(DIRECTOR)

The twentieth annual convention of the National Manufacturers of Soda Water Flavors was held at the Muchlebach Hotel, Kansas City, Mo., on October 20, 1925, with Charles O'Connor, president, in the chair. There was a representative attendance of the members, including former officers, who are active in aiding their successors and advancing the interests of the industry.

Following President O'Connor's address, the report of Thomas J. Hickey, secretary and attorney of the association, was approved and ordered filed.

Secretary Hickey in his report reviewed numerous subjects of interest to the allied trade. The following extracts cover some of the more vital matters:

Certified Coal Tar Colors Winning

"Immediately after our last convention I began preparations to secure an amendment of the Minnesota law so as to permit the use of certified coal tar colors in all food products. To this end I drafted a bill and arranged to have it introduced. The bill passed the Senate, but encountered strong opposition in the House, and in order to get it through we were obliged to consent to an amendment. Under the bill as amended-certified coal tar colors may be used in still and carbonated beverages and in candy, but cannot be used in other food products except when allowed by rulings promulgated by the Food Commissioner. The bill in its amended form was finally gotten through the House and was signed by the Governor and is now a law. In connection with this matter I made a personal trip to St. Paul to confer with local parties in regard to the situation.



HARRY WHITTLE,
(DIRECTOR)

"Following the passage of the above bill in Minnesota, the Food Commissioner of North Dakota removed all restrictions in regard to the use of certified coal tar colors in food products. Prior to the passage of the Minnesota bill, the North Dakota Department allowed certified coal tar colors in all food products except confectionery.

"At the 1925 session of the Pennsylvania Legislature we



CHARLES H. HOUSE,
(DIRECTOR)

were successful in getting a bill through which permits the use of coal tar colors in fruit syrups. You will, therefore, note we are gradually eliminating all discriminatory laws and regulations which prohibit the use of certified coal tar colors.

"The past year forty-two states have been in regular legislative session. I received and considered 739 bills upon

which I wrote 1,858 opinions to interested parties. It is impossible in a report of this kind to go into details in regard to these legislative bills, and I content myself with setting out a tabulated summary showing the numbers of bills in each state and the number of opinions written on these bills."

During the year, Secretary Hickey prepared and sent out nineteen circulars to the members. Several were on the Cramton Bill, others related to Prohibition rulings, and, in addition, there were the following: Re-sale Prices; Texas Rules on Labeling Beverages; Flavoring Extracts Should Not Be Described as Flavoring Syrups in Making Shipments; Pennsylvania Coal Tar Law Repealed; Minnesota Color Case; Wisconsin Color Case; Minnesota Color Bill Now a Law; New Cherry Law in Wisconsin; Use of Certified Colors in North Dakota; Declaring Presence of Sulphur Dioxide; Labeling of Beverages in New York State; Attention of Trade Mark Owners; Wisconsin Modified Fruit Law Interpreted.

Legislative Activities and a Warning

Mr. Hickey refers to the tax revision hearings at Washington, and also warns the members of the need of watching legislation in the following paragraph:

"The coming year will see some twenty states in legislative session and judging by the past many bills will be introduced directly or indirectly affecting your industry. Tax bills and license bills are becoming more and more numerous each session and need careful watching to prevent complication. All things considered, we have been very fortunate in opposing unwise legislation and in securing needful amendments of existing laws. *Eternal vigilance is the watchword in such matters. There seems to be a mania for enacting more laws and creating new government bureaus and departments. Until the citizens realize the enforcement of these laws and the support of bureaus and departments adds to their tax burdens, which are already unbearable, we cannot hope to see an end to this hysteria.*

Labeling Trouble in New York State

"During the past year the food authorities in New York State have stirred up a great deal of trouble by insisting that all of the ingredients be shown upon the labels of imitation and compound flavors used in soft drinks. We sent out a bulletin on this situation giving the results of a conference held at Albany whereby sort of a truce was entered into until the next session of the New York State Legislature to enable bottlers to use up their stocks of crowns. I am trying to organize a campaign for an amendment of the New York law at the next session. This is going to be a very difficult task, especially as it is likely that the New York food authorities will oppose any amendment.

"On October 14 and 15, I appeared in Washington before the Bureau of Chemistry in protest against a recent ruling regarding the labeling of crushed fruits used at soda fountains."

The report of Dr. H. E. Harrison, the treasurer, showed a satisfactory balance on hand.

Regarding the repeal of the war tax on alcohol, the association voted adversely.

The Nominating Committee, composed of D. W. Hutchinson, W. F. Meyer and G. J. Hurty, reported the cast of officers given at the beginning of this report.

Resolutions Adopted

The death of Edward L. House, of Jacob House & Sons, Buffalo, on September 30, was announced and an appropriate resolution was adopted expressing the sorrow of the association for the demise of this long-valued member.

Resolutions thanked other associations for their aid and co-operation. R. H. Bond, of the Flavoring Extract Manufacturers' Association, being named specifically.

Thanks also were voted to the trade press for giving "publicity to information sent out relative to objectionable legislation and other important matters."

Among those present was W. Parker Jones, Washington representative of the association, besides the following, in addition to others not previously mentioned: W. S. Bickford, former president; Ira B. Harkey, Harry P. Hess, Samuel W. Mutch, Harold Mutch, Henry Kassens, Henry Magnus, Frank F. Pasch, C. E. Downey and Hugh McMackin, as disclosed by the roll call.

PURE FOOD AND DRUG NOTES

(Continued from Page 518)

view as to the danger of eating wholesome quantities of any single article of diet, such as meat, bread wheat or any of the other fundamental substances."

Whale Steak Is Canned Food Week Delicacy

Welsh rarebit and whale meat are among the delicacies to be obtained in cans, according to a representative of the canning industry who outlined the plans for Canned Foods Week, observed all over the country, beginning November 9. Sixteen trade associations in the food industry sponsored the week.

Canners say that they have hardly begun dipping out of the ocean's abundance. The whale, for instance, they declare, is not a fish, but an ocean mammal with red, beef-like flesh, and those who have eaten fresh whale steak pronounce it good. Up to now whale meat has been packed in a manner similar to salmon, but it will hereafter be put up as a meat, canners assert.

About \$75,000,000 is invested in the canning industry, and the annual output is between five and six billion cans of food. The industry is very well organized and the manufacturers of cans do everything possible to help the canneries solve their problems. At the canneries themselves, research work is continually in progress. Expert scientists visit the laboratories, studying conditions, giving advice and recording progress made. Rigid rules of sanitation are adhered to and the canneries are frequently inspected.

Increase in Vanilla Bean Imports

The imports of vanilla beans in September were considerably below the figures in the same month in 1924, but for the nine months ending September 30, 1925, the imports gained \$1,780,237 in value over the corresponding period a year ago.

The figures for the three quarters: 1925, 792,084 pounds, valued at \$5,382,743; for 1924, 692,486 pounds, valued at \$3,602,506.

September's figures: 1925, 23,729 pounds, valued at \$107,034; 1924, 31,241 pounds, valued at \$164,619.

Decrease in Flavoring Extract Exports

For the nine months ending September 30, 1925, the exports of flavoring extracts showed a decrease from the same month a year ago. The figures for the three quarters are as follows: 1925, \$304,723 in value, 335,912 pounds; 1924, \$311,808 in value, 434,316 pounds.

September showed an increase, however, the 1925 total being \$33,851, while the value of the 1924 months' exports was \$23,774.

Olive Oil Denaturing Formula Is Amended

Treasury Decision 41138 just issued is as follows:

"Paragraph (c) of article 430 of the Customs Regulations of 1923 is hereby amended to read as follows:

"From 105 to 114 pounds of caustic soda or sufficient caustic soda to cause complete saponification."

Food Research Gifts on Columbia University

Announcement has been made of a gift of \$15,000 from the Borden Co. for research in food chemistry and nutrition, and of \$5,000 from the Walker Gordon Laboratory Co. for the same purpose, to Columbia University.

Information in Other Departments

Readers of the FLAVORING EXTRACT SECTION are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of THE AMERICAN PERFUMER.

Perfumed Pigs

An observer writes that the birds are leaving Central Park in New York on account of automobile gas. With 100,000,000 cubic feet of monoxide discharged in the city of New York every day, it is no wonder that we enjoy (?) the subways that smell like perfumed pigs says the *Silent Partner*.



Marston T. Bogert, senior professor of organic chemistry at Columbia University, has recently been appointed a member of the Advisory Board for the Bureau of Criminal Science, Police Department, City of New York. This is a board of scientific experts who have been asked to aid the Police Department in an advisory capacity. Captain John A. Golden, head of the Criminal Identification Bureau, will be the director of the new bureau.

Mason Trowbridge, attorney for Colgate & Co., New York, has denied a report that the company had been sold to bankers or that there was any likelihood of the corporation passing out of the hands of its founders. He said:

"Many of the large houses of issue of Wall Street, probably seven or eight of them, have approached Colgate & Co. from time to time with suggestions that it might be a good idea to market some of the stock. None of these suggestions has ever been adopted, however, and it was entirely upon the solicitation of these houses that their proposals were listened to by the owners of the company."

The only deviation from close ownership of Colgate & Co. has been the adoption of a profit-sharing plan to permit the employees to acquire bonds in the corporation. Subscriptions to the Colgate Employee Investment Bonds were made early this year by 1,184 employees with a total of \$284,150. The last opportunity to subscribe for the 1925 bonds expired October 15. It is understood that the result was a considerable increase.

V. Vivaudou, Inc., New York, reports for the quarter ended September 30 net profits of \$79,585 after depreciation and all charges, equivalent to 23c a share, compared with net loss of \$41,866 in the third quarter of 1924. Net profit for the first nine months of 1925 totaled \$410,514, equal to \$1.20 a share, compared with net loss of \$31,122 in the same period of 1924. The statement was received with some interest, but little surprise, in circles concerned in the progress which is now being made by the company.

Mlle. Manka Rubinstein, kin of Mme. Helena Rubinstein, of New York, has been contributing a series of articles on the subject of beauty to the magazine section of the *Spokesman-Review*, of Spokane, Wash. In connection with her literary efforts she has been delivering a lecture on "The Secrets of Beauty" in the Marie Antoinette Room of the Davenport Hotel.

Percy C. Magnus, of Magnus, Mabee & Reynard, Inc., was the chairman of the essential oil division of the ninth annual roll-call in New York which was begun by the American Red Cross on Armistice Day.

The toilet goods, perfumery and drug trade of the country was shocked November 7 by the announcement of the sudden death of Francis W. Jones, president of the Melba Manufacturing Co., of Chicago, and the creator of the Melba preparations which are sold throughout the civilized world. Mr. Jones had been under treatment for two years for diabetes, but it was not until about six months ago that the malady broke from control. A bronchial attack, developing rather quickly into pneumonia, was the immediate cause of death. The funeral was private and occurred at the Jones home, 843 Drexel Square, the Rev. Dr. Ames, of one of the Christian churches, conducting the services. Burial was at Oakwoods.



FRANCIS W. JONES

Francis W. Jones started life as a farmer boy in Iowa, where he was born sixty-six years ago. He went to Chicago in the early 70's and entered the employ of the Chicago, Milwaukee & St. Paul Railroad. While in this service he conceived the idea of creating toilet preparations and introducing them to the public through the big stores by means of demonstrations in charge of his own paid demonstrators.

In developing this business Mr. Jones obtained the services of a German chemist, who worked with him in devising the Melba formulae. This was back in 1905-06. The preparations were named for Madame Melba, the renowned singer, with whom Mr. Jones was not only acquainted but whose warm friendship he possessed. The firm name was then the German Oil & Chemical Co., with Chicago and German addresses. The business originally was located in Bowen avenue. The first powder box order was for 100 boxes. They were the identical lavender-colored square Melba boxes now used for Melba powder, and those first 100 boxes were lovingly packed by Mr. Jones with his own hands. The business was soon moved to a cottage property bought by Mr. Jones at 4234 Prairie avenue, where the basement was used. The remainder of the building was gradually added. A small plant was soon afterwards erected on the rear of the lot. Meanwhile Mr. Jones bought out his partner, and in 1912 incorporated the Melba Mfg. Co. for \$10,000. The business continued to expand rapidly until 1916, when the present large and "homey" plant and general offices at 4233-39 Indiana avenue was built.

Mr. Jones was a conservative business man. He never

went in debt. Turning his profits into new capital, he built up the Melba assets and good-will until at the time of his death the \$10,000 capital of the company is said to represent a book value of \$1,500,000. While Mr. Jones owned the greater part of the capital stock of the company, he associated with him J. L. Oneal, son-in-law of Albert Jones, in 1912, his brother, Albert G. Jones, in 1915, and his brother-in-law, Sanford Coons, in 1916, and these three will have the direction of the business from now on. Mr. Oneal is secretary of the Melba Co. and Albert Jones is vice-president.

Mr. Jones's life since entering the toilet goods field has been devoted largely to his business. He was a born creator and loved every angle of his business. He supervised nearly every detail of manufacture, dressing the goods, and their marketing. His devotion to Melba, the Melba artistic and financial interests, and the Melba family of employees, was whole-souled.

As chairman of the legislative committee of the American Manufacturers of Toilet Articles, and twice its president, he piloted that organization and the industry through exceedingly rough waters, spending weeks and months in Washington when important legislation was pending in which the vital interests of the toilet goods trade were in grave danger. His sagacity, zeal and loyalty were ever in evidence and at the time of his death he was serving on the executive committee of this organization.

Mr. Jones was a courteous gentleman at all times and in all circumstances.

He had no special hobbies, unless home, business and friends were such. The death of his mother some few years ago, then a year later, his wife, who was Miss Brema M. Coons of Indianapolis, marked the beginning of Mr. Jones's ill health. "He never was quite the same," say his closest associates. Thus ends a career of rare inspiring qualities—from farmer boy to head of a great corporation within two-score years.

J. Batzouroff & Fils, Sofia, Bulgaria, have favored us with their annual report entitled "The Rose Industry in Bulgaria," in which a complete statistical analysis is given of the production of otto de rose in 1925.

D. Batzouroff, head of the firm, who has been visiting the United States, invites special attention to the paragraph in the booklet, dealing with the initiative of the French Perfumery Syndicate, which tried to induce the rose growers and distillers to arrange a fair price for the flowers of this year's crop, with a view to keeping the price of the oil at a reasonable level.

Unfavorable weather during the growing season prevented the crop from reaching the expected proportions, and the total yield, according to these statistics, reached only 1,023 kilograms. The hope is expressed that within two or three years the extension of the rose fields will enable the distillers to meet the world-wide needs of perfumery manufacturers, and to bring the price to normal levels again.

Six illustrations showing views of the Batzouroff plant at Karnaré are included, as well as a map of The Valley of Roses, showing the principal rose cultures and centers of distillation.

Mr. Batzouroff made his headquarters with George Lueders & Co., New York City, who are the firm's agents in the United States and Canada, and sailed for France on the *Majestic*, November 14, very well pleased with the results of his visits to American perfumers in company with E. V. Killen, vice-president of George Lueders & Co.

Jewel Tea Co., Inc., Chicago, reports that its sales for the first forty weeks of 1925 were \$10,441,620, as compared with \$10,261,187 for the same period in 1924, an increase of 1.8 per cent.

Donald Dunbar, president and one of the organizers of the American Perfumers' Laboratories, Inc., New York City has been elected vice president of E. Fougere & Co., Inc., one of the oldest and largest commercial institutions of its kind in this country. E. Fougere & Co., which has been in its present location at Beekman and Cliff streets, New York City, since 1848, is distributor in the United States for more than 4,000 standard pharmaceutical preparations of French and English origin.

The new position makes the sixth company in which Mr. Dunbar has an executive or advisory post; for he is associated with the management of the American Beslin Corporation, the Dr. Fitch Laboratories, the Abbey-Ross Corporation, and Donalds, Limited.



DONALD DUNBAR

Mr. Dunbar began his business or professional life, for the two phases have been rather constantly intermingled, as a newspaper man. He got under way as a cub reporter for the Cincinnati *Commercial-Tribune*, but deserted the typewriter to serve in the Spanish-American War. After that small unpleasantness had ended he returned to newspaper work and became progressively sporting editor and city editor of the Cincinnati *Commercial-Tribune*. Next he was drafted as city editor of the Cincinnati *Post*, where he became managing editor and later was chosen as a field correspondent of the United Press, where he reached the apex of a newspaperman's hopes by being detailed to travel with the President of the United States.

Mr. Dunbar left newspaper work to become advertising manager of the Cooper Medicine Co. Within a few months he wore the title of sales manager as well and in his dual capacity he developed the merchandising and advertising plans that made Tanlac known throughout the world.

Again he declared an intermission from business for an excursion into war—this time the World War and strangely, he followed almost exactly in the foot-steps of his forebears. Mr. Dunbar's great-grandfather, Major Dunbar, served on Washington's staff in the Revolution; his grandfather served as a major in the War of 1812, his father as a major in the Civil War and Donald Dunbar held the same rank in the World War.

After the armistice, Mr. Dunbar joined the John F. Murray Advertising Agency. He became vice-president and continued in that capacity until his election as vice-president by the directorate of E. Fougere & Co.

Vanilla Laboratories, Rochester, N. Y., has filed papers with the Secretary of State at Albany increasing its capital stock from 10,000 common, no par, to 1,000 shares, \$100 each; 10,000 common, no par.

Jules Bayet, manager of Cristalleries de Nancy, Nancy, France, sailed on the *Paris*, November 7, after spending three weeks in the United States, calling on the trade in company with Charles Bergeret and Andrew Griffon, of Bergeret-Griffon, American agents of the company. This was Mr. Bayet's first visit to the United States and he was very much gratified with the reception shown him on every hand and plans to return to this country annually hereafter.

Victor Vivaudou's latest is the Vivaudou Candy Corporation, recently incorporated in New York state.

Mr. and Mrs. William S. Addison sailed for France last month on the *Majestic* on a combination business and pleasure tour. Mr. Addison is well known to our readers through the Addison Lithographing Co., Rochester, N. Y., who have lithographed our covers since November, 1908.

Mr. Addison, who is an experienced lithographer as well as a competent business man, has been very active in the affairs of his company. He has taken little time for relaxation, excepting golf, at which he is a very skilled player. He will look up the latest developments in lithography in France, Holland, England and Germany and expects to return to Rochester shortly before Christmas.



MR. AND MRS. W. S. ADDISON

Karl Kiefer, head of the Karl Kiefer Machine Co., of Cincinnati, Ohio, tells an interesting little story about the results that may flow from the use of big words in cases where little ones would do just as well, if not, as in this case quite better:

"Our correspondent who would rather use a difficult word expressing the same meaning for a plain and simple word, wrote to one of our agents, who had been under the weather, that he hoped by the time the letter reached him, the agent would be able to resume his peregrinations.

"The agent, who had a sense of humor, replied stating that with the aid of a dictionary, which he had bought at \$3.75 and charged to the company, he was able to resume his peregrinations."

In recognition of the faithful services of William Schilling, Jr., and A. V. Coyne, employees who have been with him for years, L. A. Van Dyk, manufacturing chemist, New York City, has incorporated his business in order to give them an interest in it. The business was incorporated with a capital of \$20,000 with a New York charter and the incorporators named are Mr. Van Dyk, Mr. Schilling and Mr. Coyne.

The members of the Ungerer & Co., organization were tendered a dinner on November 2 by Dr. Eugene Charabot, head of Hugues Aine, (Charabot & Co.), Grasse, at the Lion d'Or Restaurant, 59 West 24th street, New York.

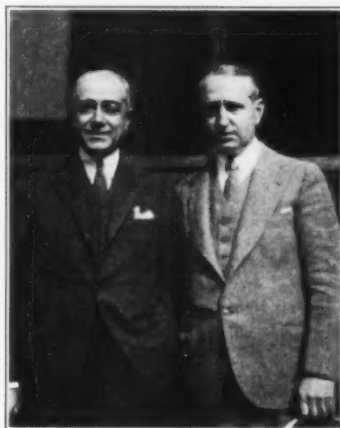
The dinner was followed by dancing as Dr. Charabot had thoughtfully provided an orchestra and everyone joined in a general good time. Speech-making was dispensed and in place of it the menu bore limericks on each of those present which added considerably to the merriment of the occasion. Not even Dr. Charabot was spared.

In one sense the occasion was in the nature of an anniversary as on his previous visit to this country, twelve years ago, Dr. Charabot gave a similar dinner to the Ungerer staff. A very considerable expansion in the Ungerer organization has taken place in the interval and Dr. Charabot expressed his pleased astonishment at the contrast between the numbers present on the two occasions.

Unfortunately, as the dinner was hurriedly arranged owing to Dr. Charabot's unexpectedly early recall to France, only those members of Ungerer's New York organization could be present and the branch office staffs could not be represented, very much to their regret.

Those present, besides Dr. Eugene Charabot, W. G. Ungerer and F. H. Ungerer, were: Chas. Fischbeck, Russell B. Stoddard, Miss Mabel Owen, Miss Anna G. Farrell, Miss Helen Gruning, Miss Clara Klein, Miss Sadie Sandler, Miss Marion Pendergast, Miss Sigrid Sealund, Mrs. Emma Collon, Miss Marion Began, Miss Charlotte Mullen, Miss Henrietta Owens, Leon M. Villalon, J. H. Tonjes, Richard Merz, Geo. Branigan, Jos. Oestal, Miss Ruby Hunter, Miss Mary Devlin, Miss Betty Klein, Miss Marion Vogel, Miss Evelyn Lowry, Miss D. Merker, Miss A. Tomek, John Fonss, John Lenihan, Robert Slater, Wm. Parentini, A. Silverman, Wm. Brogan, A. Schutz, Morris Sacharow, and John Fanelli.

Dr. Charabot sailed for home on the *Paris*, November 7, and just before leaving he posed for the Editor with F. H. Ungerer, vice-president of Ungerer & Co.



DR. CHARABOT, F. H. UNGERER

Mrs. Mildred Paul, secretary and sales manager of the Foxon Co., Providence, R. I., was a delegate to the New England Conference called by the six governors of New England, November 12 and 13, in Worcester, Mass., to promote common interests of industry and trade in their states. Just prior to departing for Worcester Mrs. Paul delivered an address before the Women's Advertising Club of Providence on the points of interest developed at the Springfield convention of advertising clubs.

Carl Weeks, president of the Armand Company, Inc., Des Moines, Iowa, publishes on page seventy of this issue an announcement on the granting to him of U. S. Letters Patent No. 1,545,931 for "a cosmetic comprising a cleansing-cream base, combined with hydro-alcoholic mixture containing a sufficient percentage of alcohol to produce an appreciable astringent action on the skin during the application of the cosmetic." Another claim on the patent covers the use of eau de cologne in combination with a cleansing-cream base.

We heartily commend the practice followed by The Armand Company in calling to the attention of fellow manufacturers the special features of their products and packages, in order that infringement of the Armand rights may not knowingly or unwittingly be permitted. In other words, "an ounce of prevention is worth a pound of cure," and we are certain a great majority of American manufacturers will be only too glad to avoid imitating Armand packages, etc., just as they expect other manufacturers to respect their rights.

Louis Rapin, personal representative of Georges Chiris, of Etablissements Antoine Chiris, of Paris and Grasse, who has been visiting the American branch, the Antoine Chiris Co., for about two months, sailed on the *Mimodosa* for home via Montreal on November 19. He was very much pleased with the results of his visits, as he called on the trade with C. A. Swan, manager of the New York Company, and W. W. DeFrees, Chicago representative.

Whether the Lever Bros. Co., of Cambridge, Mass., will utilize the property which they bought a few years ago at Edgewater, N. J., for the purpose of manufacturing in the metropolitan district, has become a subject of doubt. The property, located advantageously on the Hudson River, with a frontage of 635 feet, just opposite New York City, is offered for sale by the Harrison S. Colburn Co., real estate agents, who assert that they have authority to make the offer and declare that the Lever Company has decided it is best to concentrate its eastern manufacturing operations in the Cambridge plant. The buildings are substantial, two and five stories in height and according to the realty offer contain 220,000 square feet of floor space.

The plant formerly was owned by the American Cotton Oil Co., and was sold in January, 1923, to the Lever Bros. Co., which then contemplated entering extensively into the manufacture of soap in the port of New York. The Gold Dust Corporation, formerly a subsidiary of the American Cotton Oil Co., recently acquired the right to use the Hudson River piers jointly with the Lever Bros. Co. Gold Dust is expanding and possibly may acquire the entire property of the old company.

Mathieson Alkali Works reports net income of \$343,224 for the quarter ended September 30, equal, after preferred dividends, to \$2.07 a share earned on the 141,257 shares of no par value common stock outstanding. In the same period last year net income amounted to \$195,487, which, after preferred dividends, was equal to \$1.24 a share earned on the common stock outstanding.

For the nine months ended September 30, net income was \$1,095,628, equal, after preferred dividends, to \$6.72 a share earned on the common stock. Net income was \$515,230 in the same period in 1924.

Constantin Mintcheff & Ketchedjieff, Kazanlik, Bulgaria, advise that they have entrusted their American and Canadian representation to P. R. Dreyer, 15 Platt street, New York City. The firm has distilleries at Pavelbania and Cheinovo, where it has a number of open-fire stills for the production of otto of rose. An illustration of the plant at Pavelbania appears in the advertisement on page 72 and the two principals of the firm can be readily distinguished in front of the photograph.

Mr. Dreyer is also representative for Bertrand Frères, Grasse, France and Naarden Chemical Works, Naarden, Holland, and advises us that he has a stock of otto of rose on hand and will be glad to submit samples and prices.

Gold Dust Corporation, New York, has bought the F. F. Dalley Corporation, Buffalo, N. Y., manufacturer of Two-in-One, Bixby's, and Shinola shoe polishes. The production, distribution and sales departments of the two companies will be combined. The Gold Dust Corporation, it is expected, will effect important economies by this merger because the shoe polishes of the Dalley Company are largely distributed through the same trade channels as Gold Dust and Fairy Soap.

The annual report of the Gold Dust Corporation and its subsidiaries shows consolidated net profits of \$677,885 for the fiscal year ended Aug. 31, 1925, as against \$673,098 for the previous fiscal year. Sales of all corporation's products increased last year, the total output exceeding 100,000,000 pounds. The report was made previous to the Dalley merger. It is estimated that the net earnings of the combined corporation will be approximately \$1,700,000 a year. Total current assets amounted to \$3,816,254, as against total current liabilities of \$758,321.

The business of the Dalley Corporation was established in 1846, and its subsidiaries, whose properties are taken over by the Gold Dust corporation include S. M. Bixby & Co., organized in 1860, and Shinola Co., organized in 1879.

The Gold Dust corporation succeeded in 1923 to the soap and washing powder business of the N. K. Fairbank Co., a subsidiary of the American Cotton Oil Co. It operates plants at St. Louis, Guttenberg and Montreal, and is building a new plant at Baltimore from treasury funds, without financing, to replace the Guttenberg plant. Last year the output of its plants totaled approximately 100,000,000 pounds.

William Wrigley, Jr., Co., Chicago, reports net profits, after charges, of \$7,558,839 for the first nine months of 1925. This compares with \$6,758,835 in net profits for the same period in 1924. Net income for the third quarter of 1925 was \$2,798,383, against \$2,360,323 for the third quarter of 1924.

E. I. du Pont de Nemours & Co. and National Distillers Products Corporation announce the formation of the Eastern Alcohol Corporation to be jointly owned and operated by them for the manufacture of industrial alcohol. The Eastern Alcohol Corporation will start immediately the erection of a strictly modern industrial alcohol plant in the East. Part of the alcohol to be produced will be used by the du Pont Company in the manufacture of its various products and the balance will be marketed by the Kentucky Alcohol Corporation, a subsidiary of National Distillers Products Corporation, in connection with the product of its existing plants in Louisiana and Illinois.



ALBERT MILLS,
President



DR. RAYMOND L. FLETT,
Vice-Pres.—Gen. Manager.

The American Products Co., of Cincinnati, which is one of the important factors in our allied manufacturing industries, has just finished the building of a new plant, which is illustrated herewith, together with half-tones of the officers who have guided the corporation to its highly successful position. The company manufactures a complete line of food products, toilet preparations and household necessities, all sold under the "Zanol" trade-mark, direct to the consumer through its authorized representatives. Among



NEW HOME OF AMERICAN PRODUCTS CO.,
CINCINNATI, OHIO.

the "Zanol" products which have won popular recognition throughout the country are found perfumes, toilet waters, face creams, lotions, face powders, cosmetics, soaps, baking powder, coffee, tea, cocoa, spices, flavoring extracts, and many others.

The American Products Co. was established over eighteen years ago and has made such rapid strides that it now ranks

among the largest organizations of its kind in the world. Its trained representatives are located in every section of the country, and the enormous demand for its products has established a record in volume of sales. The success of the company and the popularity of its products is another example of the value of producing high quality, dependable merchandise, and square, straightforward, honest dealing with the buying public.

In order to provide adequate facilities for handling the ever-increasing volume of business, the new seven-story, concrete, fireproof plant has just been completed. The building is situated on a two and a half acre lot, opposite one of Cincinnati's beautiful public parks, and is one of the most modern industrial plants to be found anywhere in the Middle West.

The structure, which contains over 150,000 square feet of floor space, is fitted with all-daylight windows, which afford perfect lighting throughout the entire plant without the use of artificial light. It is completely equipped with the latest improved labor-saving devices and automatic machinery, including automatic conveyors communicating directly with the freight cars, which are brought right up into the shipping department over a private switch.

As an assurance to the public that "Zanol" products will always be of high quality and purity, a completely equipped perfume laboratory, research laboratory, analytical and testing laboratory, and an experimental pure food kitchen have been installed. The welfare of employees has not been overlooked, and the plant contains a restaurant, hospital and spacious rest rooms and recreation rooms for both men and women.



EDGAR J. MILLS,
Vice-President



CLARENCE M. MILLS,
Secretary and Treasurer

The officers of the American Products Co. are: Albert Mills, president; Edgar J. Mills, vice-president; Raymond L. Flett, vice-president, and general manager, and Clarence M. Mills, secretary and treasurer, all men of keen ability and ranking among the leaders in the industrial light of Cincinnati.

Charles D. Edwards, president of Benjamin French, Inc., New York City, returned on the *La Savoie* recently from a business trip abroad which included visits to Paris, London, Nice, Monte Carlo, Grasse and Chamonix, France. At the latter place Mr. Edwards spent a week at the home of Etienne Descollonges. He also spent a week at the factory of Descollonges Frères, for whom his company is American agent, as the guest of Louis Descollonges. While at Grasse Mr. Edwards witnessed the harvesting of the *jasmin* crop, and also conferred with leading men in the trade there who regard the coming year as one of much promise for the entire industry.

Stanley Manufacturing Co., Dayton, Ohio, in its simple but attractive insert between advertising pages 88 and 89 announces a distinctive creation which will be shown in the December issue. On the reverse side it suggests an acquaintanceship with the company's nearest representative and for convenience a list of these is given.

Edwin Ross, general manager of Woodworth, Inc., New York, sailed on the *Majestic*, October 24, for a short visit to the company's office in Paris.

Charles Gallet, grandson of the founder of the house of Roger & Gallet, Paris, France, and one of the partners in the business, sailed on the *France* October 24 following a stay of one month in the United States where he called on dealers throughout the East and Middle West in company with Paul De Pland, manager of the United States branch of the company, New York City. It was Mr. Gallet's first trip to this country and he was much impressed with the enterprise shown by the American people and the opportunity for the development of the perfume and toilet preparations industry here.

L. C. Wickett Soap Mfg. Co. has taken a five-year lease on the southeast corner of West and St. Louis avenues in Valley Park, near the Hodneft hotel and the Frisco depot, St. Louis. The concern manufactures hand soap and has a capacity of 2,000 cans a day. It also produces toilet preparations. Officers are L. C. Wickett, formerly of London, England, and A. S. Carey, of Bangor, Maine.

Theodore K. Shipkoff, of Shipkoff & Co., Ltd., Sofia, Bulgaria, arrived in New York last month on his annual visit to America. He has been calling on the perfumery trade as far West as St. Louis and also Eastern Canada, and expects to remain in New York a short time after the completion of his visits, and will return to Bulgaria via France early in December. He is making his headquarters at Shipkoff & Co., Inc., 219 Pearl street, New York City.

While in the West Mr. Shipkoff was a guest at a luncheon of the Chicago Drug & Chemical Club, where he was one of the speakers. His interesting remarks are reported in our Chicago column.

Scovill Manufacturing Co., Waterbury, Conn., is to be one of the exhibitors at the Power and Mechanical Engineering Exposition at Grand Central Palace November 30 to December 5.

George C. Henson, president of the Alhambra Corp., Kansas City, Mo., announces that the company has leased new and larger quarters in the Snower Building, Baltimore avenue and 18th street. The company manufactures and distributes soaps, perfumes and other toilet articles.

Belgian Trading Co., Inc., New York City, announces the appointment of Ralph J. Chapman as its Ontario, Canada, representative. Mr. Chapman is well known in the trade in Toronto as well as throughout the province. His headquarters will be 205 Yonge street, Toronto.

Atlantic Manufacturing Co. manufacturer of collapsible tubes, is now located in its new quarters at 555 South Belmont avenue, Newark, N. J., where its offices and manufacturing plant are located. The telephone number is Terrace 9000.

Paul Westphal, manufacturer of toilet preparations, is now established in attractive new quarters on the third floor of the building at 209 West 48th street, New York City, where the offices and manufacturing department are located. The new quarters are much larger than at the old location in 36th street and afford considerably more space for manufacturing. Under the direction of David J. Griffin the concern has made splendid progress and for some time it has been so cramped for space in the old quarters that a new and larger home became urgently necessary in order to enable it to keep pace with its fast growing business.

Jean Silvin of Société des Papiers Keller-Dorian, Lyon, France, arrived on the *Paris*, October 14, for an indefinite stay in the United States. Soon after his arrival the Keller-Dorian Paper Co., Inc., was organized as an American branch of the French house. The address of the company is 110 Fifth avenue, New York City, where its offices and warerooms are located.

The principals are Jean Silvin and Elmer S. Moore. Mr. Silvin entered the paper business in 1919 in the mills of the parent company, later serving in the Manchester



THEO. K. SHIPKOFF



ELMER S. MOORE



JEAN SILVIN

and London offices. He is a graduate of the Grande Ecole Commercial de Lyon and since then has been identified with the paper business.

Mr. Moore has been engaged in this industry since 1920 and is well known throughout the East and Middle West where he has called on the trade.

Leon Silvin, president and active head of the Société des Papiers Keller-Dorian, who visited the United States in company with his son, Jean Silvin, about a year ago, is also actively interested in the new company.

Stocks are to be carried in the warerooms in the United States it is announced so as to give prompt service to its customers. The initial announcement of the company appears on advertising page 99.

Devoe & Reynolds Co., Inc., New York, has purchased the Wadsworth, Howland Co., Inc., Boston, manufacturer of Bay State paints and varnishes. Renshaw Smith, Jr., who had been Chicago manager of the Devoe & Reynolds Co., becomes second vice-president and general manager of the Wadsworth, Howland Co., which will be continued as an independent organization.

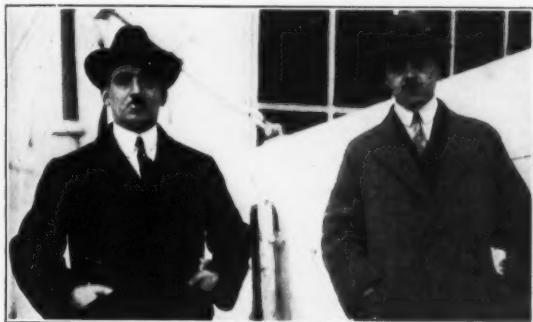
J. S. Robertson, assistant advertising manager of the Devoe & Reynolds Co., has been appointed advertising manager of the Wadsworth, Howland Co.

Ino M. Jaheil, president of Lenthéric, Inc., New York, has received the following message from the company's Paris office: "We have been awarded the gold medal by the committee of the Exhibition of Arts Decoratifs for quality and artistic presentation of our products."

François Goby, one of the directors of the Societe Anonyme Tombarel Frères, sailed on the *Paris* November 7, very much pleased with the result of his visit.

He expressed himself not only gratified with the business results of his visits, in company with C. H. Alker, of the Orbis Products Trading Co., Inc., New York, American agents for Tombarel Frères, but also with the very cordial reception accorded him by old friends in the trade whose acquaintance has ripened into friendship in the years he has called on them.

François Morel, one of the partners of Lautier Fils, Grasse, France, sailed on the *Paris* November 7, gratified with the results of his annual visit. He has requested us to convey his thanks to all his friends in the trade for his very cordial reception. In company with Camille



FRANCOIS MOREL AND C. H. BOURGUET

Bourguet, manager of the New York branch, he called on the trade. The accompanying snapshot was taken just before Mr. Morel's departure for home.

Sidney S. Picker, general manager of Trece Laboratories, New York City, has returned from an extended vacation and business trip, which took him through the Middle West, to the Pacific coast and important cities of Canada. All told Mr. Picker traveled 14,000 miles during the seven weeks that he was away and in that time he spent thirty nights in sleeping cars. As in the past Mr. Picker carried his golf clubs with him and had occasion to use them at Banff, near Lake Louise, in the Rocky Mountains, in San Francisco, Vancouver and Hollywood.

Grafton B. Perkins has been appointed advertising manager of the Lever Bros. Co., Cambridge, Mass. He had been associate advertising manager. Homer M. Clark continues as associate advertising manager. John Gilman is assistant advertising manager.

William Brewster Kopp, weighing eight pounds, arrived November 4 to brighten the home of Mr. and Mrs. Frederick Kopp. Mr. Kopp is perfumer for C. H. Stuart & Co., Newark, N. Y.

Ferdinand E. Weimann, of Weimann Bros. Manufacturing Co., Derby, Conn., will sail in the near future for a two months' business trip which will include England and the continent.

His first stop will be in London where he is to install a Weimann tube closing, filling and clipping machine for a large English manufacturing corporation.

The twenty-fifth anniversary of the organization of the business of A. Maschmeyer, Jr., Amsterdam, Holland, manufacturers of synthetics and aromatic chemicals, was celebrated November 7, according to advices received by Pfaltz & Bauer, Inc., New York City, the American agents for the company.

The offices and works were closed on this day and a special album containing names and portraits of all of the representatives was presented to Mr. Maschmeyer as a memento of the occasion.

Mr. and Mrs. Doane Hage, who have been enjoying an extended honeymoon through the eastern part of the United States, the Thousand Islands, Niagara Falls and Montreal, Canada, have returned and are now keeping house in Brooklyn. Mr. Hage is the well known manager of the New York office of the Arthur Colton Co., Detroit, Mich.



A. MASCHMEYER, JR.

Ch. Petcheff, owner of Petcheff & Co., Philippopolis, Bulgaria, arrived on the *Rochambeau*, October 19, on his initial visit to the American perfumery trade. His firm had connections in this market prior to 1914 but not until this Fall have their relations been directly re-established.

Mr. Petcheff advises us that he has appointed Pfaltz & Bauer, 300 Pearl street, New York City, exclusive agents for the United States, Canada and Mexico for all of the products manufactured by his firm, and which include otto of rose, and new rose specialties, namely solid concrete and liquid absolute flower oil, made by the volatile solvent process.



CH. PETCHEFF

F. L. Butz, sales representative in the Metropolitan district for the White Metal Mfg. Co., Hoboken, N. J., has moved his office to 261 Broadway, New York City. Telephone: Barclay 6208.

Friends of Frederick F. Ingram, Jr., of the Frederick F. Ingram Co., perfumes and toilet specialties, Detroit, Mich., have gone enthusiastic over his recital in verse of some of his experiences during his trip to Europe last spring, the result being a neat little brochure which contains some of the best of the observations as couched in Shakespeare's vernacular coupled with modern idioms of the British Isles. Mr. Ingram entitles his observations: "Outlandish Outbursts, Occasioned by a Visit to England in the Spring of 1925." Unless Mr. Ingram is subconsciously developing a trend to become America's poet laureate the title is just a trifle open to inquiry, for the contents are very pertinent and will be appreciated by travelers who have visited "dear old Lunnun." Send to him for a copy. It is worth reading, whether one has been there, expects to go, or simply likes to see what a perfumer can do in a literary way.

Here are just a few brief extracts of interest:

Who's Queer, They or We?

We may think their customs odd in sober England,
But really we ourselves have some as queer,—
When we regulate such things by legislation
As Religion, Evolution, Japs, and beer.

* * * * *

Cocktail Time

There's an hour on a ship that's delightful,
There's an hour that is really worth while,
Though the weather outside may be frightful,
There's an hour when it's easy to smile.
At six you repair to your cabin
And attire yourself spotlessly clean,
Till you're fit to annihilate wild cats
And you feel like a kid of sixteen.
Now you go up to the smokeroom
And join a congenial bunch.
You have only been there a few minutes
When someone uncovers a hunch.
Then there's a call for the steward
And somebody orders vermouth
While another one says "A Manhattan,"—
(An expression we heard in our youth).
At once there begins a discussion.
The problems that sometimes divide
The outstanding minds of the Nations,
The smoke-room debaters decide,
The judgments are learned and weighty,
So the heads of the sovereign States
Would be freed of their cumbersome burdens,
If they'd listen to smoke-room debates.
And thus, in the hour of the cocktail,
The most dignified quickly unbends
So that those who are strangers on Tuesday
By Wednesday are intimate friends.

Orson Kilborn through his attorney, David M. Neuberger, on November 12 caused the arrest of Edward Arden Noblett on a civil order signed by Supreme Court Justice Gavegan, in a suit to recover \$6,500 on the charge of misrepresentation. Noblett obtained a surety bond and was released after being in Ludlow Street Jail a short time.

Mr. Kilborn's attorney, said that Kilborn owned the controlling interest in the perfumery concern known as Orsonova, Inc., in which the assets were asserted to be worth \$20,000, and that Noblett negotiated with him to purchase the control. Kilborn alleged that Noblett represented he had just earned \$50,000 in negotiating a Canadian loan and had made a profit of \$150,000 in an auto merger, so he was well able to pay notes for \$6,500 which he offered for the perfumery stock. Noblett also is alleged to have said that he had an apartment at 131 Riverside Drive which was expensively furnished. The plaintiff said that the representations were all false, that Noblett had been arrested

many times and that there were twenty-six judgments filed against him in the Supreme Court, aggregating more than \$19,000.

Orson Kilborn is a son of the late Henry M. Kilborn, who was vice-president of the National City Bank of New York. He was said to be business manager of the Playgoers, a corporation formed in July to produce plays, in which life memberships were offered to the public for \$100 each. The organization was said to be planning to erect a thirty-story apartment hotel which would include two theatres for the use of the organization. He served as a Major in the World War.

The Reich-Ash Corporation, New York City, which has just increased its capital stock from \$50,000 to \$200,000 announces it has leased an entire new building in Chambers street, which will afford five floors for manufacturing operations. A subsidiary company, the Silvercraft Co., which incidentally is controlled by L. R. Reich, Sidney Ash and S. A. Reich, has also been compelled to lease two additional floors in order to take care of the expansion in its business. By December 10 both companies expect to begin operations in their new quarters.

In addition to being active in these two corporations, L. R. Reich and Sidney Ash are actively interested in the development of Long Beach, N. Y. Mr. Ash is not only deputy police commissioner of that hustling community but is also president of the Long Beach Investment Corporation, a \$640,000 enterprise, in which his associate, L. R. Reich, is vice president. Both gentlemen control 283 building lots in Long Beach, where they expect an unusual boom in real estate, which they point out has already started with the completion of the plans for a \$2,500,000 hotel there.

Not only are both interested in the commercial development of Long Beach but both are also actively interested in civic affairs. In fact Mr. Ash was campaign manager for Mayor Dalton in his last election. In appreciation of his services in that capacity he was offered the positions of city treasurer or police commissioner. On account of the pressure of business he declined both but was persuaded to accept the position of deputy police commissioner. His numerous friends have also prevailed upon him to accept the chairmanship of a committee of citizens which is to give a dinner to Mayor Dalton at the Hotel Pennsylvania, New York City, in the near future. Gov. Smith will be a guest.

C. Mayhew Phinny, 527 Fifth avenue, New York City, has been appointed Eastern and Canadian representative for Bagaroff Freres, otto of rose distillers, Sofia, Bulgaria. Mr. Phinny was formerly connected with Neumann-Buslee & Wolfe, Inc., Chicago, Ill., western representatives for Bagaroff Freres, for whom he travelled in the Mid-West territory.

H. C. MacBride, president of the Elcaya Co., Inc., makes announcement that the office and laboratory have been moved from Long Island City in Queens Borough to 116-120 East 27th street, New York city. The company's telephone connection now is Madison Square 7850 and 7851.

Columbia Glass Co., Fairmont, W. Va., features opal glassware in the first of a series of announcements on advertising page 131. For the convenience of its customers the company operates a cap factory in connection with its glassware plant at Fairmont.

Parker L. Tirrell, New England representative of Magnus, Mabey & Reynard, Inc., New York City, who was a recent visitor to the home office of the company, will soon celebrate the fifth anniversary of his service for the firm. In that time, with the assistance of Arthur A. Corthell, who has been with the company three years, Mr. Tirrell built up a substantial following and has won many friends in his territory which includes all of New England from southern Massachusetts to the Canadian border. Mr. Tirrell is an enthusiastic motorist and covers a large part of his territory by automobile.

The Baxter Paper Box Co., Brunswick, Maine, is now occupying its reconstructed factory in the Dunlap Block, Brunswick, work on the structure having been completed early in October.

The reconstructed building is 260 feet long by 40 feet wide and affords ample space for all departments in the three floors and basement. The interior is finished in white, while the floors are of hard wood in keeping with



NEW HOME OF THE BAXTER PAPER BOX CO.

the atmosphere of brightness and cleanliness in the factory. Elevator service as well as conveniences for employees are available on all floors. In the basement the fire room is located and in addition storage space is provided for boxboard, cased and bulk paper. The offices, shipping and receiving rooms are located on the first floor, while the second floor is devoted to manufacturing exclusively; the cutting room, print room, die rooms, label room and wood-working room being located there.

The third floor is devoted largely to inspection work although a rest room for employees is also provided. Throughout the factory electrically driven machines with individual motors are used and every effort is being made to insure the safety of employees and to expedite manufacturing.

Among the new associate members elected by the National Wholesale Druggists' Association at its recent fifty-first annual convention held in Detroit were the following firms:

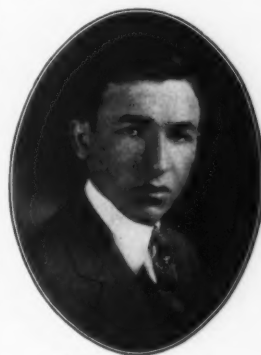
Boncilla Laboratories, Inc., Indianapolis; Holman Soap Co., Chicago; Iodent Chemical Co., Inc., Detroit; Kolynos Co., New Haven, Conn.; Lazell Perfumer, Newburgh, N. Y.; Mineralava Preparations, Inc., New York; Industrial Engineering Research Co., New York.

William H. Wadhams, former Judge in the New York General Sessions Court and previously counsel for B. T. Babbitt, Inc., has become a resident member of the American Chamber of Commerce in France, his address being registered as 47 avenue de l'Opera, Paris.

Otto E. Giese, head of the essential oil house of August Giese & Son, this city, has returned from a two months' trip to France, Belgium and England. While abroad he visited filter paper manufacturers in which his firm also specializes. Mr. Giese reports that greatly improved business conditions prevail.

A recent visitor to our office was W. S. Winslow, formerly connected with the Southern Aromatics Co., Brunswick, Ga. He has yielded to the current attraction for Florida and is established at Fort Myers as an associate in a real estate firm that is co-operating with Northern capitalists in acquiring ownership of far-famed Florida acres.

Irving Bennett, formerly manager of the Antoine Chiris Co. of Canada Ltd. has been appointed sales representative of the eastern section of the United States and Canada for the Antoine Chiris Co. of New York. Mr. Bennett has been connected with the company for the last ten years, virtually a period covering his entire business career; for he embarked in business with the Standard Chemical Co. of Bayonne, N. J., which was later merged with Chiris. He has been calling on the trade in his new territory since the Antoine Chiris Co. resumed the sales agency for Etablissements Antoine Chiris in March of this year. Largely because of the efficient manner in which he fulfilled this task and also on account of a very satisfactory trip he made recently in company with Louis Rapin, assistant manager of Etablissements Antoine Chiris he was permanently assigned to the territory. Next to business, Mr. Bennett's hobby is fishing.



IRVING BENNETT

William Cooper Procter's verdict for \$62,500 against A. A. Sprague, of Chicago, will have to be paid by the latter, a motion for a new trial having been denied. The Cincinnati soap manufacturer sued Sprague for half of a note which both indorsed for \$100,000 to promote the candidacy of Leonard Wood for President. After the boom burst, Colonel Procter was left holding the expense bag. The verdict, which is upheld, included some minor charges for which his co-campaigner was held liable by the jury.

Suma-Doré Products Co., toilet preparations, the incorporation of which, with \$250,000 capital stock, was reported in our July issue, has its laboratories at 211-215 West 20th street, with a general office in the Tribune Building, New York. Dr. S. O. Condo, president of the new company, announces that it is about ready to manufacture and market its various products.

Procter & Gamble Co. will undertake a building expansion program providing an outlay of approximately \$3,000,000 at its Port Ivory plant at Staten Island, New York City. This information was disclosed by the officials of the company in October following the annual stockholders' meeting in Cincinnati. In announcing the enlargement of the company's New York plant, Colonel William Cooper Procter, president, said that the addition was necessary to meet the needs of the increase in output. Optimism was the keynote of Colonel Procter's address in reviewing the condition and expansion of the company's business during the year.

George D. Crabbs, president of the Philip Carey Manufacturing Co., was elected a director of the company, to fill the vacancy caused by the retirement of A. E. Anderson, former president of the Business Men's club. Other directors, all of whom were re-elected are: John J. Burchenal, Richard R. Deupree, Herbert G. French, Cecil H. Gamble, James N. Gamble, William Procter, William Cooper Procter and William S. Rowe.

The following employee directors were also named to serve as representatives of the employee's stockers: Henry Behrle, Jr., of the Ivorydale plant; George Bertram of the Kansas City Plant, and William Wallace of the Port Ivory plant.

At a subsequent meeting the directors increased the annual dividend rate on the common stock from \$4 to \$5 a share, by declaring a quarterly dividend of \$1.25.

The company has awarded contracts to the H. K. Ferguson Co., of New York, to design and erect a new two-story addition to the plant in Port Ivory, Staten Island, the cost to be slightly in excess of \$200,000.

Givaudan—Delawanna synthetics manufactured at Geneva, Delawanna or Lyons factories are featured in the four page insert of Burton T. Bush, Inc., between advertising pages 32 and 33. In addition special attention is directed to Sophora, a specialty produced by L. Givaudan & Co., and to Phenyl Acetaldehyde, the manufacture of which by the Givaudan process has just been started at Delawanna.

Lightfoot Schultz Co., soap manufacturers, 1,412 Park avenue, Hoboken, N. J., had an exciting experience last month. A small fire on the third floor caused a panic among the four-score girls at work and while the smoke rolled through the air they were safely escorted down the fire escapes. The damage was small.

Fire razed the plant of the E. Z. Way Soap Co., Oakland, Cal., recently, the loss being put as high as \$700,000. It originated during an experiment in the laboratory and G. E. Calkins, superintendent of the chemical department, received severe burns.

Almond W. Barnes & Co., soap manufacturers, Brooklyn, N. Y., had a \$50,000 fire recently. The fire created considerable excitement in near-by tenements.

Lionel Trading Co., Inc., New York, has placed its advertising account with the Harry Michaels Co., New York. The Lionel company is the American agent for Vigny, of Paris, maker of Golliwog perfume and toilet accessories and for Corday, also of Paris, maker of *Toujours Moi* perfume. Magazine and newspaper rotogravure space is being used for both the Corday and Vigny accounts.

Attention is called to the original insert of the Zinn Corporation, Bristol, Conn., which appears between advertising pages 120 and 121 of this issue. On the obverse side an actual metal box top is attached to show the quality of the finish offered in Zinn vanity boxes and on the reverse side some pointed text appears on the facilities of the company for offering good service.

Jolie, Inc., is now located in larger and more attractive quarters at 116 West 14th street, New York City, where it occupies the entire floor for executive offices and for manufacturing. A feature of the new quarters, which are about double the size of the former location in 22d street where the company has been for the last five years, is a powder room, constructed with special walls and so equipped as to expedite the manufacture of powder under especially hygienic conditions. The offices of Lewis O. Sturtridge, president and Mrs. Sturtridge, secretary and treasurer, are located in the forward part of the loft adjoining the reception room on one side and the display room on the other. G. M. Granger, vice president, is located in Chicago.

Beryl Halley, who is appearing in the 1925 Ziegfeld Follies, has sued Dorothy Gray, beauty specialist, of 753 Fifth avenue, New York, for an advertisement alleged to insinuate that Beryl once possessed a double chin which Miss Gray by the magic of her art, caused to disappear. Miss Halley insists she never even had a vestige of a double chin and she wants \$75,000 damages.

Miss Gray, through her assistant, J. A. Smith, issued a statement that she had never heard of Miss Halley. She characterized the suit as a "publicity stunt." Miss Halley asked an injunction restraining Miss Gray from using her photographs in advertisements.

A report that the J. T. Robertson Co., Inc., of Syracuse, was to merge with the Duz Co., Inc., of Chicago and New York, in the making of the Duz washing powder has been formally denied. Mr. Kingsbury of the Robertson company declared that they would continue as before in the making of their soap products without any interruption.

Ogilvie Sisters, toilet preparations, have moved into their new quarters at 604 Fifth avenue, New York City, which are more commodious and otherwise superior to their recent salon in the same thoroughfare. The wholesale department also is housed at the new address.

Eimer & Amend, New York, chemists and druggists, have appointed the Charles C. Green Advertising Agency, of this city, to direct their publicity account. Sasiene Pipes, London, smokers' articles, and the Utility Company New York, maker of Gre-Solvent, a hand cleanser, have also placed their advertising accounts with the Green agency.

Harral Soap Co., Inc., of Ozone Park, New York City, has received a government contract for 1,456 pounds of castile soap, at the bid price of 16 cents a pound.

James V. Reed, New York manager for the J. B. Williams Co., of Glastonbury, Conn., sailed for Europe on the *Majestic*, October 24. His itinerary includes a visit to the company's London office and a tour of France, Belgium, Spain, Italy and Germany.

CHICAGO

CHICAGO, November 14.—George Schroeder, veteran in many a fight in the interest of the soap industry, the most notable of which was the tariff controversy at Washington in 1905 in which he won every point for which he contended against an array of skilled opponents, celebrated the fiftieth anniversary of his entrance into the soap trade November 4, by receiving letters, telegrams, flowers and other tokens of affection and appreciation at his office in the Kirk soap plant at the North avenue bridge in Chicago. Business associates, customers and competitors vied with one another in showering expressions of good-will upon him.

Mr. Schroeder tied up (in a hard knot, evidently) with Jas. S. Kirk & Co. way back in 1875. He proudly states that among the duties of his first job was to shine the shoes of James S. Kirk, founder of the firm. After filling many minor positions, Mr. Schroeder was made sales manager, which position he held many years, and when the firm became a corporation, Mr. Schroeder was chosen secretary and a director, holding these positions to date. Probably no man in the soap trade has traveled more than Mr. Schroeder, having sold Kirk products to jobbers and other big trade from coast to coast, and he ranks high in his understanding of trade conditions and the industry's legislative needs. He is an organization man, and besides leading fights for constructively remedial legislation and for the repeal of unfair legislation, as such laws affected the soap business, he was one of the effective factors in the formation of two national soap manufacturers' associations that served the industry in previous years.

Whether Mr. Schroeder contemplates retirement or a let-up in some of the more stressful activities of the business, the genial veteran did not say—he just smiled. And that smile! It certainly did its part in building the notable career of fifty years here sketched. Anyway, it is understood that his half century's work with the house of Jas. S. Kirk & Co., has been so deeply appreciated and that his character and personality has so endeared him to the controllers of the Kirk destiny that Mr. Schroeder may from now on plan his coming and going according to his own pleasure, as he has been placed on the company's pension roll—regarded by the house as its high roll of honor.

Asked if he had any hobbies, Mr. Schroeder said, "yes, one—business." That's it, Mr. Schroeder's one hobby for fifty years has been the soap business. First to reach the plant and last to leave it: that has been his daily routine as a Kirk executive. He loved the work and lived in it and for it. Mr. Schroeder is now 66 years of age, is in the pink of health, and in his home relations has been supremely happy. His greatest sorrow was occasioned by the loss of his wife in 1915, since which time he has resided at the Chicago Athletic Club. He is blessed with three married children and five grand-children—the joy of his later years. Thus has been depicted a long and useful

career, and may it continue to be happy, joyous and serene for many years to come.

An impromptu speaker at the October 29 luncheon of the Chicago Drug and Chemical Club was Theodore K. Shipkoff, president of Shipkoff & Co., Ltd. of Sofia, Bulgaria. He envisioned the "spirit of America" in words of eloquence that captivated all listeners. He said that America led the world in freedom, initiative, enterprise, progress and success, and America was spreading these ideals to all parts of the world. Pointing to the splendid American colleges in Constantinople and the Near-East, he said they were in reality monuments and torches which were actually "enlightening the world," whereas the Bartholdi statue in New York harbor was only a symbol of that enlightenment. Mr. Shipkoff is himself a graduate of one of these American



GEORGE SCHROEDER CELEBRATES 50TH ANNIVERSARY WITH KIRK & Co., CHICAGO.

colleges, his wife is a graduate and his sons and daughters are graduates, and thousands of young men and women, year after year, are coming into an understanding of world democracy and individual, commercial, and national liberty, and a world unity of thought and ideals, through the educational influences set in motion by these colleges.

Mr. Shipkoff, in another part of his talk declared Chicago to be the world's capital in many important respects and regarded it now as one of the world's most beautiful cities.

With the plans for its magnificent and expansive Lake Front, its new river-bank Wacker Drive and other ambitious projects now under way completed, he said, Chicago would then be indeed the world's most beautiful city. The regular speaker for the occasion was ex-Chief Justice Andrew Alexander Bruce, of North Dakota, now professor of law in Northwestern University. He told of the radical movement in North Dakota which a few years ago nearly wrecked the executive machinery of that state and the return swing of the political pendulum to sanity. He characterized most radical movements as the outcome of the "gospel of negation" or the ascendancy of "government by green-horns," and his plea was for a "gospel of the affirmative"

and government by those fit to serve for the benefit of the people as a whole who pay for service to fit their current social needs.

There was a large attendance, with the president, C. S. Curtis, in the chair. The following new members were elected: Donald Wilson, of Van Dyk & Co., New York; Ralph Jennings, of the New York Quinine & Chemical Co.; Ed. Cassidy, of the Owens Bottle Co.; George B. Chase, of Clarence Morgan Co.; James M. Gillet, of Victor Chemical Works, and O. H. Rashke, of Victor Chemical Co.

Nominations for the following officers are announced by the Chicago Perfumery, Soap and Extract Association: President, Louis J. Freundt, American Can Co.; Vice-President, Euclid Snow, Mallinckrodt Chemical Works; and Secretary-Treasurer, M. Lemmermeyer of Lum & Lemmermeyer. The election will be held December 2; and the annual banquet will be held at the Edgewater Beach Hotel, Chicago, December 9.

An important change in one of the big wholesale drug houses of Chicago has been announced, W. B. Keeling having purchased all outstanding holdings of Humiston, Keeling & Co., aside from his own, which when united with his stock makes him the sole owner of that old-time drug trade institution. The firm was organized in the early '70's by S. A. Humiston, Francis Keeling and James H. Rhoades, all of whom are deceased, the last of the trio to pass away being Francis Keeling in 1918. Mr. Rhoades founded the jobbing, importing and manufacturing house of James H. Rhoades & Co., which made him a fortune and subsequently made a second fortune for E. R. Murphey, who is now retired. At the time of Francis Keeling's death the present owner, who is his brother, went to Chicago from Rockford, Ill. where he was in business and assumed the management of the H. K. & Co. business, since which time it has prospered. W. B. Keeling was born in Rockford and got his start in a pharmacy with the late A. C. Musselwhite in the old Sherman House Drug Store. He afterwards went to California and clerked in retail drug stores in Chico, San Jose, Stockton and Sacramento, later establishing a store in Chico. The lure of the "old hum town" proved too much for him, so in the early 1900's he returned to Rockford and went into the retail drug business there and manufactured at the same time trade-marked preparations and created advertising and selling plans to go with them. This business he disposed of when he went to Chicago in 1918. He is a member of the Board of Trustees of the Druggists' National Home Endowment Fund which operates an institution for aged and infirm druggists and drug clerks at Palmyra, Wis., as a memorial to the life labors of the late P. A. Mandebach.

George S. Baker, for twenty years associated with the wholesale drug house of Humiston, Keeling & Co., recently resigned as buyer and director of sales. Mr. Baker is resting a little before deciding on a new connection. He is widely known and popular with the drug, chemical and toilet goods trades.

Eugene Horn, manager of the Tre-Jur branch in the Republic building in State street, says that business with him is fine and that the trade has shown marked appreciation of the improvement service now being rendered. The house stands for uniform resale prices, and this is aiding in making

its compacts and perfumes popular in the Chicago market where price-stabilization sentiment is very strong.

Henry P. Shaper, drugs and toiletries, located at 3,600 West North avenue, has returned from an all-summer trip through Scandinavia and Germany much rested and rejuvenated and is "on the job" again at his place of business and as "mine host" to his famous "beefsteak dinner" friends. This year's affair has been omitted to date, owing to "Prince Henry's" absence.

B. Samuel Wilson, Chicago and Los Angeles, has opened a beauty parlor in his drug store here, having done so with success in his Los Angeles store. He employs a combination complexion culturist, hair dresser and manicurist who also sells advertised and own-make toilet preparations. Mr. Wilson regards his beauty parlor annex as decidedly more logical as a side-line in a pharmacy than many other lines put in by his fellow-druggists.

The Chicago Drug Club is preparing for its annual stag party, which will be held in the new ball room of the Sherman Hotel Annex, on the evening of November 23. Larry Cripe and Larry Blahnik are in charge of the arrangements, and Tommy Golden, the giant Pluto sales booster as sergeant-at-arms will see that decorum is maintained, with just enough and not too much hilarity to produce the C. D. C. standard of a "good time."

At the recent monthly meeting of the Chicago Drug and Chemical Club, the following committee was appointed to stage the annual banquet of the club, which will take place next month, exact date at this writing not having been determined: M. B. Zimmer, chairman; H. C. Arms, A. C. Stephan, E. L. Drach, Chas. E. Matthews, Dr. A. W. Hobart, P. A. Rising, Dr. C. H. Searle, Wm. Lowenstein and L. A. Lanigan.

B. F. Zimmer made a trip to Detroit about the middle of the month in the interest of Fritzsche Bros., Chicago Branch, and Jos. A. Gauger has returned from a trip to St. Paul and Minneapolis and to St. Louis in the interest of the same firm. Mr. Gauger stated that the orders booked were more plentiful and larger than on any trip of this character in recent years, indicating a very prosperous state of trade.

Walter L. Filmer, who was in charge of the Salvation Army drive for funds covering the drug and chemical trades, was given a prize silver cup for the fine showing these trades made, they "going over the top" and to spare. The collection amounted to \$2,900, as against \$1,820 in the previous year. The presentation was made at the last meeting of the Chicago Perfumery, Soap and Extract Association, in the Elks' Club, by John T. Gilchrist, general chairman in charge of the united drive.

In connection with the presentation Mr. Filmer was much gratified to receive the following message from E. M. Queney:

"I am mighty glad to learn that you picked up the Salvation Army cup and I congratulate you on your success. It looks as though most of the things you go after you get."

Secretary Filmer, of the Chicago Perfumery, Soap and Extract Association, has sent out a warning to the trade

to be on the look-out for forged orders for goods purporting to come from Fuller, Morrisson & Co. and other firms. A good-sized swindle evidently has been nipped in the bud and two of the gang are under arrest, but there may be more of them busy. The discovery was due to the vigilance of the Chicago branch of Parke, Davis & Co., which became suspicious when a truck appeared and the driver produced an order on a printed blank of Fuller, Morrisson & Co. for large quantities of drugs and toilet articles. A telephone word of thanks and verification of the order resulted in exposing the steal. The police quickly responded and two men were arrested. The prisoners had several other forged orders for goods in their possession.

An interesting situation has arisen between J. A. Riley, general superintendent of the Palmolive Co., and the Fire Department of Milwaukee. Mr. Riley writes as follows about an item regarding a boil-over and loss in the company's Milwaukee plant: "The statements are not true."

Leo Wolfsohn, news editor of the Milwaukee *Leader*, writes: "I had our reporter go over the report on the Palmolive Co. matter with the Fire Department, and the Fire Department sticks to the story as published at the time."

"Introducing a New Product" will be the subject discussed by R. R. Deupree, general sales manager of Procter & Gamble, Cincinnati, at the conference of the Sales Managers' Division of the Chamber of Commerce to be held at the Chase Hotel, St. Louis, December 3 and 4.

Owens Bottle Co. and subsidiaries for the quarter ended September 30, reports net profit of \$1,540,266, after expenses and Federal taxes, equivalent, after preferred dividend requirements, to \$2.13 a share. This compares with \$1,771,581, or \$2.46 a share, in the preceding quarter, and \$853,035, or \$1.05 a share, in the third quarter of 1924. Net profit for the first nine months of 1925 was \$4,253,537, equal to \$5.79 a share on common, against \$2,886,664, or \$3.66 a share, in the first nine months of the previous year.

C. Bascom Slem, former secretary to President Coolidge, has been elected a director of Wiggins Chemical Co., of Cincinnati, which manufactures a waterless soap. The president is D. C. Wiggins, of Manchester Ky. Other directors are William Robb and C. B. Rose.

Economy Soap Products Co., Irwin street, Dayton, Ohio, was sold at sheriff's sale in October to the Mutual Home & Savings Association for \$23,333, two-thirds of its appraised value. The sale was ordered by a Dayton court in a suit by the association against the company.

George V. O'Grady, for some time eastern sales manager for Princess Pat, Inc., Chicago, has taken charge of the operations of Jarnac in this territory, with headquarters in New York City. Jarnac contemplates an extensive advertising campaign. Mr. O'Grady recently returned to the city from a trip to Florida.

Besides carefully scanning the text pages of this journal every month our readers will find much information, usually of considerable value, in the advertising announcements.

BOOK REVIEW

AROMATIC PLANTS AND ESSENTIAL OILS OF CRIMEA AND the Caucasus: Transactions of the Scientific Chemical-Pharmaceutical Institute No. 11; No. 95 of the Scientific Technical Department of the Supreme Council of National Economy; 172 pages; Moscow, Russia, 1925.

This valuable addition to the literature on the subject indicated in the caption is made up of nine chapters, with appropriate illustrations and tables, which show not only ample original research, but a careful consultation of authorities on the various phases of the investigations of the authors. In addition to the new matter copious references are made with appropriate credit and comment to the works and publications of Gildermeister and Hoffman, Zörnig Rolet, Schimmel, Roure-Bertrand, Dodge, Umney, Charabot et Pillet, True and Hood of the U. S. Department of Agriculture and others. The authors and their subjects are set forth as follows:

1. B. N. Routowsky.—Crimean wild growing aromatic plants.
2. B. N. Routowsky.—Plants of Sschum district suitable for production of essential oils.
3. B. N. Routowsky, I. N. Vinogradova and A. P. Kondratsky.—Crimean essential oils.
4. A. P. Kondratsky and M. A. Gerassimow.—Production of essential oils by absorption.
5. B. N. Routowsky, I. V. Vinogradova and V. M. Kozlow.—Essential oils produced in Sschum.
6. B. N. Routowsky, I. V. Vinogradova and G. Kolotow.—Research data on essential oils of the Ssochi District.
7. V. M. Kozlow.—Industrial importance of Camphor tree on the Black Sea Coast.
8. W. A. Krastelewsky.—Essential oils from *Andropogon citratus* DC.
9. W. A. Krastelewsky.—Some data on essential oils of Sschum.

NEW PUBLICATIONS, PRICE LISTS, ETC.

STAFFORD ALLEN & SONS, LTD., London, Eng., UNGERER & Co., 124 West 19th street, New York City, American representative. October price list of "StaffAllenS" essential oils and other commodities, which has just been received, gives the wholesale quotations on the various products for perfumers and soap makers manufactured by the firm, including Allen's oleoresins, terpenes and expressed oils, powdered drugs, synthetics, chemicals and sundries. Special attention is directed to Rose Simile, one of the firm's specialties.

"WHAT PRICE PROGRESS? The Stake of the Investor in the Development of Chemistry," by Hugh Farrell, financial editor of the New York *Commercial*, is a reprint of a series of timely and interesting articles on the subject prepared by the author for his newspaper and now put in pamphlet form and distributed by the Chemical Foundation, Inc., New York City, which will supply copies to persons interested on application.

P. R. DRYER, 15 Platt street, New York City, has issued a well-arranged and comprehensive price list for October-November of his offerings in essential oils and aromatic chemicals for perfumers, soap makers and flavoring extract manufacturers. Mr. Dreyer is the sole selling agent in the United States and Canada for Bertrand Freres, Grasse, France, and Franz Fritzsche & Co., Hamburg, Germany. He also represents Paolo Vilardi, lemon, orange and other

oils, Reggio Calabria, Italy, and other firms in the raw material industries. Copies of his price list and samples will be furnished on application.

LUCKWOOD BRACKETT Co., Boston, Mass., sends us an interesting circular on "The Perfect Cake of Castile Soap," which is made under new conditions.

TH. MÜHLETHALER S. A., Grasse, Nyon and Paris, ORBIS PRODUCTS TRADING CO., INC., 215 Pearl street, New York, exclusive representative in the United States and Canada.—The special price list for Europe of essential oils and synthetic perfumes is at hand. It comprises twenty pages and covers a wide variety of items aside from the two subjects just mentioned. One division is devoted to the "elements of perfumes," with remarks. Attention also is given to flower and perfume oils, compound oils, soap compounds, flavoring essences and aromes, non-alcoholic essences and vegetable colors. At Nyon Th. Mühlethaler S. A. is equipped with its own printing plant, which is a step in advance of some of the firm's competitors.

ROSSVILLE ALCOHOL TALKS, Booklet No. 12, November, 1925, issued by the Rossville Co., Lawrenceburg, Indiana, contains a study of an unexpected subject: "What About the Water?" It goes into the necessity of having and using distilled water for chemical operations and tells how to get it. If necessary the Rossville Company offers to supply distilled water free to its customers.

NEUMANN-BUSLEE & WOLFE, INC., 321 North Sheldon street, Chicago, have issued their November wholesale price list of essential oils, aromatic chemicals and other raw materials for the use of perfumers, soap manufacturers and allied industries. Certified colors and flavoring specialties also are quoted.

"SYNTHETIC PERFUMES, Practical Hints on Their Use," issued by Polak & Schwarz, Ltd., Zaandam, Holland.

This is a 56-page booklet devoted primarily to synthetic aromatic chemicals and has been very carefully compiled. In each instance the authors have tried to give verbally an idea of the odor character of the product. They also suggest how it is generally used, giving some idea of the class of composition in which it can be well employed; and suggestions for the proper proportions are included in many cases.

Other sections of the booklet are devoted to floral ottos, fixatives and various other specialties of the firm. The preface to the booklet sets forth the purpose so very well that we quote it in full:

"Owing to the rapidly increasing interest in, and use of synthetic perfume materials, we have had many inquiries from our customers regarding the properties and uses of these products. Not so very long ago, a reviewer of a new book on perfume wrote: 'Oh, for a really good book on perfumes,' and he might have added: 'and perfume materials, particularly on the use of synthetics.' Much has been written on the subject, especially since the war, but much of it is widely scattered and not always available to the isolated worker. No doubt the men who were most familiar with their use were not attracted by the meager returns for collecting, compiling, and writing up the data regarding their uses. Therefore we have attempted this booklet in the hope that it may be of some real value to our many friends in the perfumery trade and that through a wider and better knowledge, it may stimulate the already wide use of these truly valuable materials.

"There are several reasons for the rapidly growing use

of synthetic products in perfumery. Perhaps one of the first to be mentioned is the great progress which has been made in recent years in their manufacture, covering both synthesis and purification. Among other reasons, really not secondary, is their extremely high odor value as compared with the natural products. The pure synthetic products give 100% odor value for the money expended, and when properly manufactured and purified they are completely free from all objectionable or undesirable by-odors. The much greater solubility of the synthetic products as compared with the natural, is another factor of prime importance when they are used for certain purposes. The best synthetic products are of a constantly uniform quality, which of course covers all properties, odor included. This certainly cannot be said of the natural products, which vary not only from crop to crop, but frequently even among producers of the same crop.

"However it need hardly be said that the natural products are still and will always be considered as of paramount value in perfumery; in high-class perfumes the natural products not only supplement the synthetics, but enhance their merit. It must also be borne in mind that the essential oils are at best only a natural mixture of the various basic odorous compounds, comparable to the synthetics, which give the aroma, along with many other constituents which are not so desirable, and in fact frequently objectionable. The practically odorless terpenes present in the natural oils, are difficult and expensive to remove in many cases and frequently cause trouble in finished products. The stability of the final product is also under much better control when it is prepared from synthetic products.

"While undoubtedly almost all perfumers are using synthetic materials to some extent, very few are acquainted with, and therefore able to fully appreciate, the complete line of the purest and best products as now offered. This full line of synthetics gives every perfumer a complete scale of odors which he can blend in a variety of combinations to produce innumerable modulations of the various bouquets.

"We shall be very glad indeed, if this little booklet may be of assistance to perfumers in their work and in solving their many problems. We are always glad to offer suggestions at the request of our customers. Our laboratories are constantly at your service and our chemists are only too glad to give all possible assistance."

The American representatives are Wangler-Budd Co., Inc., 35 Fulton street, New York City.

NEW INCORPORATIONS

NOTE.—Addresses are given, so far as available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "PLEASE FORWARD."

John H. Woodbury & the John Woodbury Laboratories, Manhattan Borough, New York, New York City, make soaps, 1,000 shares, \$100 each; 100,000 common, \$1 each; active capital, \$200,000; H. C. Hand, S. C. Wood, M. A. Castaldi. (Attorneys, White & Case, 14 Wall street.)

Parfise, Manhattan Borough, New York City, make perfumery, 50 shares, \$100 each; 150 common, no par; E. M. Ketteringham, J. B. Roe, C. Murphy. (Attorney, C. De W. Rogers, 36 West 44th street.)

Melba Manufacturing Co. of Canada, Ltd., Toronto, Ont.,

\$10,000; toilet goods. Francis W. Jones, James Oneal, Max R. Dormitzer.

Certified Extract, Inc., Bronx Borough, New York City, flavoring extracts, \$15,000; H. Steinfeld, R. Nauman. (Attorney, B. A. Acker, 501 West 138th street.)

Grace Jocelyn, Manhattan Borough, New York City, toilet preparations, 100 common, no par; W. A. and B. A. Pusch, D. S. Sher. (Attorneys, Jacobson & Pollock, 165 Broadway.)

Silvertone Products, Scarsdale, N. Y., make toilet preparations, \$50,000; E. E. Sturges, O. J. A. Grassi, H. G. Martin, Jr. (Attorney, J. C. McChristie, 233 Broadway, Manhattan.)

Cupid Kiss Perfumery Co., Manhattan Borough, New York City, \$50,000; C. Controneo, C. A. Mante, J. B. Mennillo. (Attorney, J. M. Nolan, 2 Rector street.)

Pal Products Co., Brooklyn, N. Y., make soap, \$5,000; D. Davis, W. R. and M. F. Stevens. (Attorney, Ira L. Ronson, 258 Broadway, Brooklyn, N. Y.)

J. Parker Pray, Manhattan Borough, New York City, make toilet articles, \$10,000; W. E. Stevenson, W. J. Neumann, N. C. Smithson, 49 Wall street. (No attorney.)

Jean De Parys Corp., Manhattan Borough, New York City, make perfumes, \$25,000; A. Feldman, J. H. Wisan, L. Ashworth. (Attorneys, Rosenthal & Heermance, 132 West 31st street.)

McCormick Toilet Goods Co., Dallas, Texas, \$5,000; W. S. Kirby, E. P. Gifford, T. J. Reeves.

Barclay Drug and Perfumery Co., New York, \$20,000; S. Frisch, N. and E. D. Phillips. (Attorney, P. Lewison, 5 Beekman street.)

Pe-Kay Soap Mfg. Co., Oakdale, Morgan County, Tenn., \$10,000; Perry Keeney, H. R. Tindell, L. P. Geasland, H. R. Hudson and W. Y. Boswell.

Rubins Barber Supply and Perfumery House, Manhattan Borough, New York City, \$10,000; J. and L. Rubin, S. Michael. (Attorney, B. D. Barnett, 44 Court street, Brooklyn.)

Aromanilla Co., Manhattan Borough, New York City, flavoring extracts, \$15,000; G. R. Chatfield, W. O. D. Langley, L. Seitz. (Attorney, H. Hoelljes, 95 Madison avenue.)

Chiora Products, New York City, 250 shares preferred stock, \$100 each, 100 Class A and 900 Class B common, no par; make toilet preparations; D. W. Morgan, Jr., J. A. McNaughton, A. T. Douglas. (Attorneys, Beekman, Bogue, Clark & Griscom, 52 William street.)

Monarch Soap and Chemical Co., Oakland, Cal., \$100,000; E. J. Ridley, 724 Mandana boulevard, A. F. Baker, 5619 Harmon avenue, Oakland.

General Research Laboratories, Elizabeth, N. J., manufacturing tooth paste, \$100,000; Charles Mayer, George J. Safirstein, Curtis W. Merrill, Elizabeth. (Attorney, David S. Forman, Elizabeth.)

Maison D'Or, Manhattan Borough, New York City, perfumes, \$10,000; A. L. Greene, R. Lipson, D. S. Fisch. (Attorney, G. Garfunkel, 1431 Broadway.)

Hamadala Co., Buffalo, N. Y., medicines and toilet articles, \$30,000; S. T. and M. Petersen, J. Humbert. (Attorney, F. J. Fitzpatrick, Buffalo.)

Adolph Isaac, Inc., manufacture soap, Mount Vernon, N. Y.; directors are Louise Fischer, of 132 North Ninth

avenue; and Charles P. Carney and Herman V. Duelfer, of New York City.

Sappes, Manhattan Borough, New York City, make perfumes; 100 common, no par; M. and M. G. Sturtevant, J. Trivigno. (Attorney, H. McKennis, 2 Rector street.)

Perokay, Manhattan Borough, New York City, import and export perfumery, \$10,000; D. M. Fink, C. W. Finck. (Attorney, I. Ehrman, 41 Park Row.)

Lady Beth Co., Dallas, Texas, manufacture toilet goods, \$1,000, Mrs. T. E. Isaacs, Miss Lillie Mae Smith, W. S. Kirby.

William's Enterprises, Inc., Perth Amboy, N. J., perfumes, \$25,000, Harry Spitzer, Perth Amboy, N. J.

Lava Water Co., Waterbury, Conn., soaps and washing powders, \$10,000, Charles A. DiLeo, John A. DiLeo of Waterbury and Samuel A. Sherman of Stamford.

L. A. Van Dyk, Inc., Manhattan Borough, New York City, essential oils and chemicals, \$20,000; L. A. Van Dyk, A. V. Coyne, W. Schilling, Jr. (Attorney, N. Seaman, 51 Chambers street.)

Reo Chemical Products, Inc., Manhattan Borough, New York City, cosmetics, etc., \$20,000; J. H. Kassoy, E. A. Hahn, M. Levett. (Attorney, S. M. Newman, 55 John street.)

O-Don-Tex Products Corp., New York City, 7,500 shares common stock, no par; tooth paste; O. L. Johnston, P. E. Cowan, I. A. Hawkins. (Attorneys, Simpson, Thacher & Bartlett, 62 Cedar street.)

Faaria Farina Import Co., Inc., Manhattan Borough, New York City, make perfumeries, \$10,000; W. J. Hammet, A. A. and N. Weiss. (Attorney, M. M. Cohn, 276 5th avenue.)

Crystal-Lee Corp., New York City, cosmetics, 250 shares preferred stock, \$100 each; 100 shares common, no par; P. E. Falkingham, A. E. Gaudet, M. B. McFatridge. (Attorney, C. Mintz, 115 Broadway.)

Kolite Co., New York City, soaps and perfumeries, 250 shares, \$100 each, 500 common, no par; N. Dawson, W. Bradley, T. B. Lyon. (Attorneys, Frost, Watson & Cass, Albany.)

Beaver Soap and Chemicals, Ltd., Winnipeg, Man., \$100,000; William G. Fraser, Roy B. MacInnes, John J. Milne.

Frank Gallagher, Inc., make toilet preparations, \$5,000; F. Gallagher, J. C. Tomlinson, F. C. Orvis. (Attorneys, Tomlinson, Cox & Tomlinson, 15 Broad street.)

Petropalm Co., Inc., Wilmington, Del., manufacture and sell soaps and toilet articles, \$100,000, has been incorporated in Delaware for clients by the Colonial Charter Co.

IN MEMORIAM FOR DEPARTED FRIENDS

ALLEN, WILLIAM C., of Stafford Allen & Sons, essential oils, London, England, November, 1908.

BAKER, E. S., senior partner of S. F. Baker & Co., and his wife, Keokuk, Iowa, November, 1924.

BOOTH, ARTHUR OLCOTT, treasurer of the Dodge & Olcott Co., New York, November, 1921.

BOOTH EMERY T., perfumer, New York, November, 1911.

BROMUND, ERNEST A., manufacturer of wax products, New York, November, 1918.

BURNHAM, EDWARD, pioneer toilet goods manufacturer, Chicago, November, 1924.

CUDAHY, MICHAEL, soaps, Chicago, November, 1910.

ECKERT, EDWIN G., flavoring extracts manufacturer, Hanover, Pa., November, 1914.

GARTSIDE, MRS. CATHERINE J., proprietor of Gartside's Iron Rust Soap Co., Philadelphia, November, 1924.

(Continued on Next Page)

GATTEFOSSÉ, ROBERT, perfume expert and author, Lyons, France, died in the service, November, 1918.

GROSSMITH, JOHN LIPSCOMB, of J. Grossmith & Sons, Ltd., perfumers, London, November, 1921.

GOWANS, JAMES H., of the Gowans Soap Co., Buffalo, N. Y., November, 1910.

HECKMAN, W. E., soaps, Covington, Ky., November, 1914.

HOVENDEN, ROBERT, manufacturer of toilet preparations, etc., London, England, November, 1908.

HYATT, HERBERT OGDEN, president and treasurer, Brass Goods Mfg. Co., Brooklyn, N. Y., November, 1924.

KELLER, JOHN H., Keller Soap Works, New Orleans, La., November, 1908.

KEMP, JAS. H., soaps, Cambridge, Mass., November, 1914.

KILLEEN, WM. H. R., brother of E. V. Killeen, vice-president Geo. Lueders & Co., New York, November, 1918.

KLINE, MAHLON N., of Smith, Kline & French Co., perfumery, drugs, etc., Philadelphia, Pa., November, 1900.

LANDER, THOMAS ALBERT, perfume manufacturer, Brooklyn, N. Y., November, 1908.

LAYAT, JOSEPH M., perfumer, St. Louis, November, 1913.

LEMERCIER, M., perfumer, November, 1908.

LOWE, WILLIS H., toilet goods, Boston, November, 1923.

MAGNUS, PERCY C., of Magnus, Mabec & Reynard, essential oils, New York, November, 1916.

MARSH, CALEB W., one of the founders of the Goodwill Soap Co., Lynn, Mass., November, 1919.

McKAY, EDWARD B., president American Machinery Co., Inc., Philadelphia, November, 1924.

O'NEIL, HENRY MAURICE, president Daggett & Ramsdell, toilet goods manufacturers, New York, November, 1922.

RUDD, FRANK M., peppermint oil dealer, of Bronson, Mich., November, 1921.

SCHAEFFER, JACOB G., president Schaeffer Bros. & Powell Mfg. Co., soaps, St. Louis, November, 1917.

SCHMIDT, PHILIP, La Crosse (Wis.) Soap Works, November, 1907.

SPIEHLER, ADOLPH, of A. M. Spiehler, Inc., perfumes, Rochester, N. Y., November, 1909.

STODDER, CHARLES F., president of the Woodley Soap Mfg. Co., Roxbury, Boston, Mass., November, 1924.

THOMAS, VINCENT B., president of Harriet Hubbard Ayer, Inc., New York, November, 1918.

TWITCHELL, SELDEN, of S. T. Twitchell & Co., soda water flavors, Philadelphia, November, 1917.

VOSBURGH, ERNEST A., manufacturer of toilet articles, Chicago, November, 1919.

WELCH, JAMES H., long identified with the soap materials industry, New York, November, 1915.

WERK, CASIMER L., son of Michael Werk, founder of the M. Werk Soap Co., Cincinnati, Ohio, November, 1919.

ZECH, CONRAD, secretary and treasurer of the Henderson Lithographing Co., Cincinnati, Ohio, November, 1918.

Oscar Fox

Oscar Fox, president of the Standard Extract Works, flavoring extracts, 1217 St. Nicholas avenue, New York, was killed at Perth Amboy, N. J., on October 29, while trying to catch a train to New York. He ran through the Pennsylvania freight yards to get to the station and in doing so his foot caught in a switch of the track on which the incoming train was rounding a curve. His cries were not heard and he was struck by the locomotive.

Mr. Fox is survived by his mother, wife and two

children, as well as four brothers. He was a past president of the Herman Benevolent Society, which took charge of the services. Interment was in Mount Zion Cemetery.

Hugo Linnemann

Word has come from Leipzig, Germany, of the death on October 15 of Hugo Linnemann, senior partner in the firm of Eduard Büttner, essential oils and chemicals, which dates back to 1831. Mr. Linnemann was 79 years of age and had been with the firm for 49 years, previously having held a leading position in the Branch Bank. His son, Hans Linnemann, also a partner in the firm, survives him.

Hugo Linnemann was recognized as the nestor of the German essential oil industry and much of the prosperity of the Büttner firm was due to his untiring energy and activity during his nearly half century of association with it. Modest personally, kindly in manner to all with whom he came in contact and irreproachable in character it is only natural that he won hosts of friends.

Edward D. Libbey

Edward Drummond Libbey, glass manufacturer and art connoisseur, died at his home in Toledo, Ohio, November 13, of pneumonia and intestinal influenza.

Mr. Libbey was born in Chelsea, Mass., April 17, 1854. In 1850 his father, William L. Libbey, became confidential clerk of Jarvis & Commeraise, glass manufacturers at South Boston. Later he became a manufacturer, and in 1874 he gave an interest in a glass factory at East Cambridge, Mass., to his son. Subsequently the senior Libbey became powerful in the industry. In 1883 the son became sole proprietor of the Libbey interests.

Mr. Libbey introduced several important inventions, among them the revolutionary Owens machine, which blows glass automatically. In 1911 Mr. Libbey and his associates began experiments for the perfection of a process of drawing window glass in flat, continuous sheets. The basic idea, that of the late Irving W. Colburn, was purchased at receiver's sale by the Toledo Glass Co.

Meanwhile, Mr. Libbey had organized the Owens Bottle Machine Co. In 1906 he organized the Libbey-Owens Sheet Glass Co., purchasing the sheet glass patent outright. He served as president in both concerns.

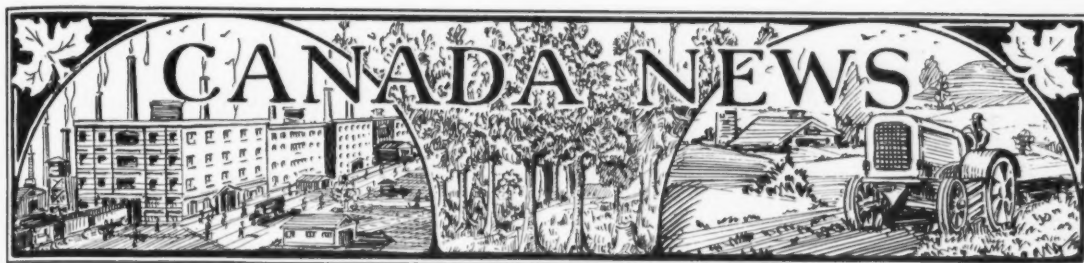
In July, 1922, King Albert of Belgium conferred upon Mr. Libbey the Belgian Order of the Crown, with rank of commander, in recognition of his accomplishments.

Obituary Notes

Frederick Locke, for the last five years export manager for both Richard Hudnut and William R. Warner & Co., Inc., New York, died October 1, following a few days after an operation. He resided at 7 Myrtle avenue, White Plains, N. Y. His wife and six children survive him.

Edward L. House, of Jacob House & Sons, Buffalo, N. Y., died on September 30. Mr. House was a long valued member of the National Manufacturers of Soda Water Flavors, which passed appropriate resolutions at its twentieth annual convention in October.

Kenneth W. Smith, sales manager for J. L. Hopkins & Co., New York City, died October 27 following a brief illness with pneumonia, at his home, Garfield avenue and 2d street, Brooklyn, N. Y. Mr. Smith was in his thirtieth year and was highly esteemed throughout the entire crude drug business for his engaging personality, his knowledge of the business and his executive ability. Interment was in Cypress Hills Cemetery, Brooklyn. He is survived by his wife and four children.



MONTREAL

MONTREAL, Que., Nov. 14.—Brisk business is reported by the leading perfumery and toilet goods firms in Montreal for the last month. Particularly during November business has given all-round satisfaction. The trade generally is looking forward to a busy winter.

The Montreal section of the Society of Chemical Industry held its first meeting of the current season in the Queen's Hotel, at the end of October. F. E. Cornell, chairman of the trustees' bursary endowment fund, read a report. This endowment was established a year ago to give a prize to the student who writes the best thesis of the year.

The market is looking forward with interest to the coming of the annual report of Canadian Industrial Alcohol. It is believed that the net earnings this year will not be very much short of those of a year ago, when they totaled \$1,515,399 net after payment of depreciation, income tax, etc.

J. R. Colby, vice-president and managing director of Canadian Carbonate, Ltd., has gone to Vancouver in connection with extensions being carried out to the company's plant there.

Mr. and Mrs. G. Lyman are entertaining quite a little in honor of their daughter, Naomi, who is one of the season's most charming debutantes.

The Pharmaceutical Association held a special function in the University Circle on November 4, when they tendered a banquet of honor to their president, M. G. A. Lapointe.

Sir W. Glyn Jones, executive of the British Society of Pharmacists, is expected to come to Canada again before very long to assist in a national convention of the Proprietary Articles Trade Association and of the Chemical Trade Association, with a view to stabilizing prices and putting an end to the cut-rate evil.

G. W. Holden has been elected president; A. B. A. Evans, secretary-treasurer, and Drs. Shaw, Stansfield and Whitby, members of the committee of the McGill Chemistry Society of Montreal for the coming year.

Hon. Henry Miles, M. L. C., president of Leeming, Miles & Co., Ltd., is being mentioned quite freely in "inside" political circles as a probable candidate next year for the mayoralty of Montreal. He has not been openly approached on the subject, nor has he given any indication as to his willingness to be a candidate.

TORONTO

TORONTO, November 15.—The semi-annual meeting of the Canadian Perfumers' Association took place in Toronto on Thursday and Friday, November 4 and 5, the sessions being held in the board room of the Canadian Manufacturers' Association. Ralph R. Corson, president, was in the chair at all of the meetings.

Present at the convention were A. D. Williams, Seely Mfg. Co., Windsor, Ont.; Geo. Rason, Frederick Stearns Co., Windsor; Wm. Grant, Parke, Davis & Co., Walkerville, Ont.; F. F. Ingram, Jr., and J. B. Hill, the F. F. Ingram Co., Windsor; Frank Hutchinson, Andrew Jergens Co., Perth, Ont.; Harry Garlick, Boncilla Co., Toronto; Arthur Poole, Parfumerie Ed Pinaud, Toronto.

Routine business was transacted and the matter of joining with the Proprietary Articles Trade Association was discussed, but no action was taken, pending the return of Sir William Glyn-Jones to Canada and a declaration as to the legal status of the P. A. T. A.

Sir William is expected to arrive in Canada before the end of November, so it will be the first of the year before any declaration can be made. All of the speakers were in favor of the idea and in fact would likely join up if the P. A. T. A. becomes effective.

Before returning to their homes, some eight visiting members played a round of golf on the Rosedale golf links, but one round was enough, the weather being raw and cold. President Corson has returned from a week's business trip to New York, following the convention.

Seventy per cent of the Canadian retail drug trade have enlisted for the war on price cutting, according to the statement issued by Dr. R. B. J. Stanbury, Toronto, secretary-treasurer of the embryo P. A. T. A. that is now being organized. There are 3,195 retail drug stores in operation in Canada and of these subscriptions have been received from 2,602.

Something in the nature of a price cutting war exists hereabouts between some of the barber supply houses. Some of the hair preparations and "after-shaves" prices have been cut in two.

Several of our Toronto manufacturers and agencies have commented recently on the increase of business which has been going on since April last. The manager of "Vinolia" lately gave expression to the increased and still increasing use of toilet requisites, apart altogether from soaps, in Canada by Canadian women. In this regard he gave Hudnut

and especially Mr. Johnson of that Company, credit for putting over the merchandising idea on the line in Canada. To-day there is hardly a town of any pretension in the Dominion that has not a store handling one or other of the better grades of perfumes and other toilet articles.

The "sample" idea has been featured strongly this year by perfume houses and soap manufacturers. For purchasing a tube of tooth paste or shaving cream a cake of soap or some perfume is given. It is said that big sales of these goods have been made through the department stores, retail perfume houses and chain stores.

John R. Kennedy, of the United Drug Co., Ltd., Toronto, reports that general business in Canada is improving to a very marked degree. In the toilet goods department of his house the month of September showed an increase of 33½ per cent; October also made a big leap forward, and November's prospects are equally bright.

Mr. Kennedy expects to spend Thanksgiving week in New York City.

Arthur Poole, of the Ed Pinaud Co., was the winner of the silver cup at the annual golf field day held by the druggists of Toronto and district last month. The cup having been donated by Charles Frosst, Sr., Montreal, it was fitting that Chas. Frosst, Jr., should make the presentation, which he did at the dinner following the games at the Scarboro Golf Club. E. A. Legge, president of the Toronto Retail Druggists' Association, was chairman and toast-master of the proceedings.

Regret was expressed on all sides when news of the death at Chicago of F. W. Jones, president of Melba Mfg. Co. was received in Toronto.

The announcement in September regarding A. J. McCrae, of Toronto, taking on the Geigy Co., Inc., line of perfumes apparently was erroneous. Mr. McCrae represents Renaud et Cie of Canada, instead of the Geigy Co.

The Glasgow Drug Store, at Notre Dame and St. Peter streets, Montreal, has again changed hands, returning to its original owner, Leo Joubert. Mr. Joubert, who also owns a drug store at 4875 Sherbrooke street west, sold the Glasgow Drug Store last year to J. O. Quenneville, owing to ill health. He has now completely recovered, and has succeeded in regaining the control of his downtown business.

100 COLORS ON NEXT SPRING'S CARD

The Textile Color Card Association of the United States shows 100 colors on its textile color card for next Spring. Twenty-two shades are for woolsens. The principal colors are bois de rose, buff and blond tones and varied interpretations of strawberry, raspberry and old wine reds. Also prominent are varieties of blue lavender, violet tinted and gray blues and turquoise. Chartreuse is prominent among the greens on the card, in which absinthe and other yellow tones are included. Pink, coral, salmon, rose and yellow-reds are also among those which are mentioned as favorites.

Special cards containing the shoe and hosiery color forecasts for Spring will be issued later.

Talc Imports Show a Healthy Gain

Government reports regarding talc imports for three quarters of the year 1925 show an increase of \$57,214 in invoice value. Figures for the nine months: 1925, \$319,965 value, 30,574,155 pounds; 1924, \$262,751 value, 26,387,583 pounds.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we have instituted a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARKS REGISTERED IN CANADA

Selsus, medicated soap and ointment, James Ratcliffe & Sons, Limited, Hillgate Works, Stockport, County of Chester, England.

D, tags, cards, seals and cut-outs, panel having ornamental corners with outer and inner borders, the inner border comprising the letter D in each corner, and the outer border being of contrasting color with the predominant color of panel, Dennison Manufacturing Company, Framingham, Mass.

Goldy & Dusty, general words and sign, Gold Dust Corporation, New Jersey, U. S. A.

Santro, teething rings, Julius Schmid, Inc., New York.
Californian Poppy and Atkinson London, perfumery, toilet articles, preparations for the teeth and hair and soaps. Seal whereon appear the words, Californian Poppy and Atkinson London; in the upper part of the seal is a small representation of a poppy, the stalk of which extends around the edge of the label. J. & E. Atkinson, Limited, 24 Old Bond street, London, W., and of Eonia Works, Southwark Park Road, London, S. E., England.

Atkinson's, perfumery, toilet articles, preparations for the teeth and hair, and soaps. Oblong label bearing the representation of five poppies, the stalks of which extend to the bottom of the label, whereon are represented blades of grass and the leaves of the poppy; in the upper right hand corner of the label is the name Atkinson's. J. & E. Atkinson, Limited, 24 Old Bond street, London, W., and of Eonia Works, Southwark Park Road, London, S. E., England.

Gold Dust, shoe polish, preservatives and dressings. Words Gold Dust, and the representation of negro twins. Gold Dust Corporation, Limited, Ville la Salle, Que.

Jeris, face powders, face creams, perfumes, toilet waters, rouges, hair tonics, hair oil, dentifrices, tooth powders, nail polishes, deodorizing preparations and sachet powders. Arthur Winarick, New York, N. Y., U. S. A.

Marcheta, perfume and all toilet preparations. T. Eaton Co., Limited, Toronto and Winnipeg.

PATENTS GRANTED IN CANADA

254,301, collapsible tube, Herbert Milton Heath, Augusta, Me.

254,522, barber shop fixture, Vonnice D. Humphrey, Lake View, S. Car.

254,569, shaving kit, Frank A. Qualls, Seattle, Wash.

254,877, shaving soap container, Mazie King Patton, assignee of John George Patton, both of Philadelphia, Pa.

254,948, vacuum massage cup, Adele Millar, San Francisco, Cal.

254,962, means for and process of curling and waving hair, Peter Sartory, London.

255,024 and 255,025, machine and mechanism for making glass containers. Spring Stopper Co., New York City, N. Y., assignee of Warren E. Glaspey, Bridgeton, N. J.

Canadian Regulation Respecting Stamp Tax

Credits for goods returned to Canadian merchants are exempt from the stamp tax on receipts, according to a new Canadian ruling, reports Assistant Trade Commissioner W. J. Donnelly, Ottawa.

TRADE MARKS

 202,013 YOUNG'S SHAMPOO M 205,682	 195,703 RHEE DE JEUNESSE	 213,206 A ARM M	 184,123 Betty Jane	 216,184 Barber's SHAMPOO SOAP	 203,330 REAL	 200,587 HOBSON'S BEAUTY CAKE	 218,701 PARK'S HAIR BALM
 M 205,384 KRISTALS	 207,696 ADAM	 216,476 N-V	 220,090 BASANEE	 216,024 F.C.U.	 216,183 FIESTA	 214,178 PROKA	 217,304 ENCHANTED APRIL
 214,756 THOROBRAND	 217,356 RED DEVIL CLEANSER	 219,357 ROYAL FLUSH	 219,454 MISSION BELL	 219,814 EOLUM	 217,170 LA BELLANTE	 217,949 "PEARL GLO"	 218,445 DELICIA
 219,662 Ensemble	 218,974 Rid	 219,733 Broadcast	 220,985 FADE O	 219,175 SIFTA-PUFF	 217,556 "SIS-OZON"	 218,211 "YELLOW LABEL"	 220,952 ANANYA
 220,855 ROSTANOL	 219,739 GOLDY & DUSTY	 219,463 Artemis	 220,983 MADHVA	 219,175 AD-SUM	 219,628 BOIS DORMANT	 219,781 NEW-MIX	 220,727 ELATA
 M 205,451 SALVE NOIR	 220,044 SUPERO	 218,661 FOSFAX	 218,893 STERO-TALC	 220,797 KALKUS	 219,603 FETICHE	 218,778 ZOHAR	 220,956 RAENNA
 201,586 Wonderful	 209,402 Sollys	 220,002 Van-Kleen	 218,127 DEL DESSA	 220,988 TANYA	 218,603 IZAL	 219,360 OFOME	 218,520 Belle de Nuit
 220,181 Nettele	 220,724 Klary bella	 M 205,492 DR. HOBSON'S	 219,223 VAN-EX	 220,797 KALKUS	 220,988 TANYA	 219,360 OFOME	 218,520 Belle de Nuit
	 220,829 SUN-RAY	 220,002 Van-Kleen	 218,127 DEL DESSA	 220,988 TANYA	 218,603 IZAL	 219,360 OFOME	 218,520 Belle de Nuit

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT,
Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR

(Act of Feb. 20, 1905)

184,123.—Cox Stores Co., Little Rock, Ark. (Filed Aug. 6, 1923. Used since July, 1922.)—Food-Flavoring Extracts.
194,723.—The Liverpool Borax Co. Ltd., Liverpool, England. (Filed Mar. 31, 1924. Used since July 26, 1917.)—Soap and Cleaning Powder.

195,703.—The Douglas Lorraine, New York, N. Y. (Filed Apr. 17, 1924. Used since Apr. 1, 1924.)—Cold Cream, Face Powder, Rouges, and Perfumes.

196,432.—Chemische Fabrik Pott & Co., Dresden, Germany. (Filed May 2, 1924. Used since June, 1923.)—Soaps and Purification and Washing Powders.

198,654.—Los Angeles Soap Company, Los Angeles, Calif. (Filed June 16, 1924. Used since Mar. 5, 1924.)—Soap.

200,557.—Jane B. Hayward, Babylon, N. Y. (Filed July 26, 1924. Used since May 1, 1924.)—Perfumes.

- 201,586.—Josie B. Sample, Eudora, Ark. (Filed Aug. 18, 1924. Used since Jan. 23, 1918.)—Hairdressing Such as Pressing Oil or a Hair Grower.
- 202,013.—Beulah Louise Henry, New York, N. Y. (Filed Aug. 29, 1924. Used since May, 1924.)—Soap Sponges.
- 203,330.—William Ruehl, Milwaukee, Wis. (Filed Oct. 2, 1924. Used since Sept. 15, 1924.)—Food-Flavoring Extract.
- 203,770.—West Side Wholesale Grocery Co., Chicago, Ill. (Filed Oct. 11, 1924. Used since September, 1922.)—Flavoring Extracts for Foods.
- 204,462.—Arthur R. Maas, doing business as A. R. Maas Chemical Co., Los Angeles, Calif. (Filed Oct. 27, 1924. Used since January, 1917.)—Essential Oils—Namely, Oil of Peppermint.
- 207,025.—The Mornanite Laboratories, Brooklyn, N. Y. (Filed Dec. 20, 1924. Used since Dec. 8, 1924.)—Dentifrices.
- 207,696.—Swift and Company, Chicago, Ill. (Filed Jan. 5, 1925. Used since Aug. 1, 1920.)—Scouring Powder.
- 207,788.—A. W. Joslyn, Racine, Wis. (Filed Jan. 7, 1925. Used since June, 1924.)—Toilet Preparations—Namely, Creams, Toilet Powders, Talcums, Rouge, Lip Sticks, Eyebrow Pencils, Tooth Paste, and Perfumes.
- 209,402.—The Great American Tea Company, Brooklyn, N. Y. (Filed Feb. 11, 1925. Used since Aug. 28, 1924.)—Food-Flavoring Extracts.
- 210,944.—Wolo, A. G. (Wolo Ltd.), Zurich, Switzerland. (Filed Mar. 12, 1925. Used since 1909.)—An Essence for Use in Cosmetics and Perfumery.
- 211,127.—M. G. Scoville Sons Company, Ogden, Utah. (Filed Mar. 16, 1925. Used since Aug. 21, 1923.)—Talcum Powder.
- 212,685.—Holman Soap Co., Chicago, Ill. (Filed Apr. 14, 1925. Used since Apr. 15, 1925.)—Cold Cream and Talcum Powder.
- 212,802.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 16, 1925. Used since Mar. 10, 1924.)—Perfumes and Hygienic Products—Namely, Cologne, Cologne Waters, Extracts, Toilet Waters, Aromatic Vinegars, Shampoos, Eyedrops, Astringents; Hair, Face, Hand and Foot Lotions; Toilet Powders, Talcum Powders, Toilet Dusting Powders, Powder Sachet, Sachets, Bath Salts, Cold Creams, Compacts and Refills for Compacts, Face Packs, Smelling Salts, Skin Creams, Rouges, Lip Sticks, Eyebrow Pencils, Beauty Clay, Vanishing Creams, Facial Paints, and Skin Bleaches.
- 213,009.—Thomas L. Cummings, doing business as Chirpoo Chemical Company, Houston, Tex. (Filed Apr. 20, 1925. Used since Aug. 1, 1924.)—Toilet Soaps and Shampoo Soaps.
- 213,206.—Leona H. Thurber, Los Angeles, Calif. (Filed Apr. 23, 1925. Used since Mar. 21, 1925.)—Face Pack in the Form of Powder, Face Powder, Face Tonic in the Form of Liquid, and Eye Pack in the Form of Powder.
- 213,494.—Franklin Simon & Co., Inc., New York, N. Y. (Filed Apr. 29, 1925. Used since Mar. 10, 1924.)—Talcum Powders, Face Powders, Toilet Dusting Powders, Powder Sachet, Bath Salts, Cold Creams, Compacts, Face Packs, Smelling Salts, Skin Creams, Rouges, Compacted Powder or Refills for Compacts, Lip Sticks, Eyebrow Pencils, Beauty Clay, Vanishing Creams, and Facial Paints, Perfumes, Cologne, Cologne Waters, Extracts, Astringents, Shampoos, Eyedrops, Toilet Waters, Aromatic Vinegars, Skin Bleaches; and Hair, Face, Hand and Foot Lotions.
- 214,024.—The Livingston Co., New Haven, Conn. (Filed May 8, 1925. Used since 1912.)—Hand Soap.
- 214,178.—"Proka" Parfumerie-Und Seifenfabriks A. G., Vienna, Austria. (Filed May 11, 1925. Used since Sept. 1, 1923.)—Perfumery.
- 216,134.—Frank W. Barber, Stockton, Calif. (Filed June 22, 1925. Used since June 1, 1925.)—Shampoo Soap Both in Solid and Liquid Form.
- 216,183.—Joannes Corporation, Los Angeles, Calif. (Filed June 22, 1925. Used since 1903.)—Food Flavoring Extracts.
- 216,300.—Sun Soap Products, Incorporated, Staten Island, New York, N. Y. (Filed June 23, 1925. Used since June 9, 1925.)—Soap Powders.
- 216,333.—Edward Gorodess, doing business as The Gray Chemical Company, New York, N. Y. (Filed June 24, 1925. Used since January, 1900.)—Eye Lotions, Skin Lotions, Face Creams, Antiseptic Skin Powders.
- 216,476.—Henry F. Remington, doing business as The N-V Products Co., Nashville, Mich. (Filed June 26, 1925. Used since May 12, 1925.)—Face Cream, Hair Tonic, Shampoo, Compound for Counteracting Perspiration, and a Lotion for Chapped, Rough Hands.
- 216,754.—Weyer-Eibert Co., Minneapolis, Minn. (Filed July 1, 1925. Used since Apr. 14, 1925.)—Food-Flavoring Extracts.
- 216,971.—The Fries & Fries Co., doing business as Courier d'Air Products Co., Cincinnati, Ohio, and New York, N. Y. (Filed July 7, 1925. Used since Nov. 13, 1924.)—Cosmetics and Toilet Preparations—Namely, Toilet Waters, Hair Tonics, Bay-Rum Compound, Coconut-Oil Shampoo, Perfumes, Talcums, Face Powder, Cold Creams, Vanishing Creams, Massage Creams, Cucumber Lotion, Rose Lotion, Strawberry Lotion, and Honey and Almond Lotion, Hairdressing Creams, Brilliantine, and Bath Salts.
- 216,978.—Hashemesh Inc., New York, N. Y. (Filed July 7, 1925. Used since Feb., 1925.)—Soap and Scouring Powder.
- 217,306.—Arturo Tamez, San Antonio, Tex. (Filed July 13, 1925. Used since Feb. 20, 1921.)—Hair Pomade.
- 217,586.—J. Schanzenbach and Company, Inc., New York, N. Y. (Filed July 18, 1925. Used since June 10, 1925.)—Powdered Egyptian Henna Leaves, White Henna, Whole Egyptian Henna Leaves, Sage Leaves, Lemon Essence, Hair Rinse, Peroxide Hair Bleach, Mineral Oil for the Hair, Witch Hazel, Bay Rum, Hair Tonics, Toilet Waters, and Face Powders.
- 217,870.—Louis Fajolo, doing business as Milan Cleanser Company, Cleveland, Ohio. (Filed July 25, 1925. Used since January, 1925.)—Washing Fluid.
- 217,885.—Leon Louis Jaeger, doing business as H. B. Jaeger Laboratories, Springfield, Ill. (Filed July 25, 1925. Used since July 12, 1925.)—Hair Tonics.
- 217,949.—The Nailcraft Co., Brooklyn, N. Y. (Filed July 27, 1925. Used since July 2, 1925.)—Liquid Nail Polish.
- 218,054.—The E. E. Dickinson Co., Essex, Conn. (Filed July 29, 1925. Used since 1902.)—Extract of Witch-Hazel.
- 218,132.—Mott Mfg. Co., Brooklyn, N. Y. (Filed July 30, 1925. Used since May 21, 1925.)—Soaps.
- 218,169.—Durr Drug Company, Montgomery, Ala. (Filed July 31, 1925. Used since Oct. 1, 1924.)—Tincture Green Soap, Oil Citronella.
- 218,211.—Shaffer Stores Company, Altoona, Pa. (Filed July 31, 1925. Used since Jan. 1, 1920.)—Food Flavoring Extracts.
- 218,256.—Alphonse Gravier, Neuilly-sur-Seine, France. (Filed Aug. 1, 1925. Used since 1913.)—Perfumes, Toilet Water, Face Cream, Face Powder, Talcum Powder, Eau de Cologne, Bath Salts, Brilliantine, and Face Cream.
- 218,261.—Pierre Lemeland, Paris, France. (Filed Aug. 1, 1925. Used since 1900.)—Toilet Powder.
- 218,320.—The "Ofome" Company, Limited, London, England. (Filed Aug. 3, 1925. Used since June 1, 1924.)—Soap.
- 218,336.—Wm. Schield Mfg. Co., St. Louis, Mo. (Filed Aug. 3, 1925. Used since June 15, 1925.)—Cleanser or Cleaning, Scouring, or Washing Powder.
- 218,445.—Dr. C. H. Berry Company, Chicago, Ill. (Filed Aug. 7, 1925. Used since 1905.)—Face Powder, Cream Powder, Rouge, and Powder and Rouge Compacts.
- 218,463.—Charles Kavarnos, doing business as French Perfume Company, Pittsburgh, Pa. (Filed Aug. 7, 1925. Used since Feb. 1, 1924.)—Perfumes, Toilet Waters, Face and Toilet Powders, and Facial Creams.
- 218,501.—J. Sarubi Company, Providence, R. I. (Filed Aug. 6, 1925. Used since July 31, 1925.)—Preparation for the Treatment of Scalp and Removal of Dandruff.
- 218,681.—American Trona Corporation, New York, N. Y. (Filed Aug. 11, 1925. Used since May 6, 1925.)—Mixture of Borax and a Double Salt of Trisodium phosphate, and Sodium Metaborate Used for Cleaning and Detergent Purposes or an Ingredient in Making Cleaning and Detergent Compositions, and as an Emulsifying Material.
- 218,685.—Louis Becker, doing business Becker Fils, Paris, France. (Filed Aug. 11, 1925. Used since June 15, 1925.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Face Creams, Brilliantine, Lotion for the Skin, Rouges, Sachet, and Bath Salts.

- 218,694.—James A. Fillis, Brooklyn, N. Y. (Filed Aug. 11, 1925. Used since July 14, 1925.)—Remedy for Dandruff, Falling Hair, and as a Hair Tonic.
- 218,701.—Hiscox Chemical Works, Patchogue, N. Y. (Filed Aug. 11, 1925. Under ten-year proviso. Used since Jan. 1, 1876.)—Hair Balsam for Restoring Color to Gray or Faded Hair.
- 218,703.—Hiscox Chemical Works, Patchogue, N. Y. (Filed Aug. 11, 1925. Under ten-year proviso. Used since Apr. 18, 1876.)—Hair Balsam for Restoring Color to Gray or Faded Hair.
- 218,893.—Avri Drug & Chemical Company, Jersey City, N. J. (Filed Aug. 15, 1925. Used since Jan. 1, 1916.)—Talcum Powder.
- 218,974.—International Steel Wool Corporation, Springfield, Ohio. (Filed Aug. 17, 1925. Used since June 1, 1925.)—Steel Wool and Soap for Rubbing, Cleansing, Polishing and Scouring.
- 219,026.—Dr. C. H. Berry Company, Chicago, Ill. (Filed Aug. 18, 1925. Used since 1905.)—Cold Cream and Cleansing Cream.
- 219,041.—North Metal & Chemical Co., Inc., York, Pa. (Filed Aug. 18, 1925. Used since Aug. 10, 1921.)—Cleaning Preparation for General Household, Store, and Shop Use.
- 219,057.—C & B Products Co., Woodbury, N. J. (Filed Aug. 19, 1925. Used since Aug. 7, 1925.)—Laundry and Cleaning Composition.
- 219,143.—Royal Perfume Company, Inc., New Orleans, La. (Filed Aug. 20, 1925. Used since Mar. 15, 1923.)—Chemical Preparation for Removal of Kinks, Curls, and Unevenness from Hair.
- 219,175.—Louis I. Furlager, doing business as Sifta Puff Co., New York, N. Y. (Filed Aug. 21, 1925. Used since Aug. 10, 1925.)—Refillable Powder Puffs.
- 219,179.—W. T. Grant Company, Lynn, Mass., and New York, N. Y. (Filed Aug. 21, 1925. Used since Apr. 1, 1925.)—Soap.
- 219,218.—The Eugene Berninghaus Company, Cincinnati, Ohio. (Filed Aug. 22, 1925. Used since July 1, 1922.)—Toilet Water.
- 219,223.—Lucille Buhl, Inc., New York, N. Y. (Filed Aug. 22, 1925. Used since Apr. 10, 1925.)—Depilatory.
- 219,351.—Royal Flush Chemical Co., Iliou, N. Y. (Filed Aug. 25, 1925. Used since Sept. 17, 1924.)—Hair Tonics.
- 219,360.—The J. R. Watkins Company, Winona, Minn. (Filed Aug. 25, 1925. Used since July 11, 1925.)—Toilet Soap, Medicinal Soap, and Shaving Soap.
- 219,387.—M. M. Fleron & Son, Inc., Trenton, N. J. (Filed Aug. 26, 1925. Used since January, 1922.)—Hair Tonic.
- 219,404.—National Toilet Company, Paris, Tenn. (Filed Aug. 26, 1925. Used since Apr. 1, 1925.)—Vanishing Cream, Cleansing Cream, Deodorant Cream, Almond Lotion, Hair Shampoo, Talcum Powder, and Powder Compact.
- 219,549.—Murrays Superior Products Co., Chicago, Ill. (Filed Aug. 29, 1925. Used since Aug. 8, 1924.)—Hair-dressing, Hair Pomade, and Scalp Treatment.
- 219,602.—L. T. Piver, Inc., Wilmington, Del., and New York, N. Y. (Filed Aug. 31, 1925. Used since Aug. 1, 1925.)—Perfumes, Eau de Toilette, Eau Vegetale, Face Powder, Talcum Powder, Sachet Powder, and Bath Salts.
- 219,603.—L. T. Piver, Inc., Wilmington, Del., and New York, N. Y. (Filed Aug. 31, 1925. Used since Aug. 1, 1925.)—Toilet Soaps.
- 219,627-219,628-219,629-219,630.—Houbigant, Inc., New York, N. Y. (Filed Sept. 1, 1925. Used since Aug. 28, 1925.)—Perfume, Toilet Water, Face Powder, Talcum Powder, Sachet, Brilliantine, Face Cream, Rouge, Lotion for the Hair and Skin, and Bath Salts.
- 219,632.—Orton A. Johnson, doing business as The Orton A. Johnson Co., Washington, D. C. (Filed Sept. 1, 1925. Used since June 1, 1925.)—Mouth Wash, a Pharmaceutical Preparation.
- 219,662.—Ensemble Manufacturing Co., Inc., Washington, D. C. (Filed Sept. 2, 1925. Used since Oct. 1, 1924.)—Skin Lotions, Antiseptic and Soothing Powder, and Face Cream.
- 219,680.—Richard E. Nicholas, doing business as To-To Products Co., Chicago, Ill. (Filed Sept. 2, 1925. Used since Nov. 4, 1921.)—Vanishing Creams, Massage Creams, Cold Creams, Lemon Creams, Talcum Powders, Face Powders, Sachet Powders, Shampoos, Hair Pomades, Depilatory Deodorants, Dental Creams, Perfumes, and Toilet Waters.
- 219,738.—Gold Dust Corporation, Jersey City, N. J. (Filed Sept. 3, 1925. Used since July 31, 1925.)—Soap Flakes.
- 219,739.—Gold Dust Corporation, Jersey City, N. J. (Filed Sept. 3, 1925. Used since July 31, 1925.)—Soap Flakes.
- 219,789.—Rush Sugg, doing business as Anodine Pharmacal Company, Clinton, Iowa. (Filed Sept. 3, 1925. Used since Apr. 20, 1925.)—Mouth Wash.
- 219,814.—Richard T. Cleary, Charleston, W. Va. (Filed Sept. 4, 1925. Used since Apr. 21, 1925.)—Shampoo and Scalp Treatment.
- 219,892.—Godet Inc., New York, N. Y. (Filed Sept. 5, 1925. Used since Aug. 25, 1925.)—Beauty Preparations—Namely, Face Powders, Toilet Water, Face Creams, Massage Creams, Rouge, Lip Stick, Eyebrow Pencils, Skin Lotions, Sachets, Bath Salts, Lavender Water, and Verveine Water; and Hair Preparations—Namely: Hair Tonics, Shampoos, Pomades, and Brilliantines, Liquid and Crystallized.
- 219,981.—New Mix Products, Inc., New York, N. Y. (Filed Sept. 8, 1925. Used since Aug. 5, 1925.)—Soaps in Liquid, Cake, Stick, Cream and/or Powder Form.
- 220,002.—Vincent B. Van Tilburg, doing business as Van Tilburg Oil & Supply Co., Minneapolis, Minn. (Filed Sept. 8, 1925. Used since Aug. 31, 1925.)—Washing Powder.
- 220,015.—M. Babani, Paris, France. (Filed Sept. 9, 1925. Used since Aug. 19, 1925.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Bath Salts, Rouge, Brilliantine, Eau de Cologne, and Dentifrices.
- 220,029.—Morris Langhaus, doing business as Holdstrong Chemical Co., New York, N. Y. (Filed Sept. 9, 1925. Used since May 20, 1925.)—Hair Tonic.
- 220,044-220,046.—Molly Sugar, doing business as Supero Laboratory Products Company, Ogden, Utah. (Filed Sept. 9, 1925. Used since July 1, 1925.)—Lotion Pastes and Powders for Beautifying and Preserving the Skin, Teeth and Hair; and Perfumeries.
- 220,048-220,049-220,050-220,051-220,052.—Union Francaise de Parfumerie et de Maroquinerie, Nice, France. (Filed Sept. 9, 1925. Used since July 13, 1920.)—Perfumes, Viscous Liquid, and Gaseous; Articles of Perfumery, Facial and Hair Lotions, and Beauty, Toilet, Skin, and Nail Preparations.
- 220,090.—Agatha Scowen, doing business as Nest-O-Line Company, New York, N. Y. (Filed Sept. 10, 1925. Used since Aug. 1, 1924.)—Dandruff Remedy.
- 220,137.—Purity Cosmetic Co., Bemidji, Minn. (Filed Sept. 10, 1925. Used since June, 1925.)—Face Cream.
- 220,181.—Effie M. Davis, Syracuse, N. Y. (Filed Sept. 12, 1925. Used since Apr. 9, 1925.)—Deodorant and Preventive of Perspiration.
- 220,345.—La Verne Beauty Products, Rochester, N. Y. (Filed Sept. 17, 1925. Used since Mar. 10, 1925.)—Toilet Cream.
- 220,420.—L. T. Piver, Inc., Wilmington, Del. and New York, N. Y. (Filed Sept. 18, 1925. Used since Sept. 1, 1925.)—Rouges and Face Powders.
- 220,445.—Cheramy, Inc., New York, N. Y. (Filed Sept. 19, 1925. Used since Sept. 10, 1925.)—Perfumes, Toilet Waters, Face Powder, Dusting Powder, Talcum Powder, Lotion for Face and Skin, Eau de Vegetal, Brilliantine, Face Creams, Rouge, Lip Sticks, Bath Salts, Sachet, and Compacts.
- 220,661.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Sept. 23, 1925. Used since Jan. 1, 1925.)—Bath Salts.
- 220,690.—Vivi, Inc., New York, N. Y. (Filed Sept. 23, 1925. Used since Aug. 15, 1925.)—Face Powders, Talcum Powders, Face Creams, Face Packs, Toilet Waters, Rouges, Perfumes, Hair Tonics, Hair Oil, Dentifrices, Tooth Powders, Nail Polishes, Deodorizing Preparations, Bath Salts, Smelling Salts, and Sachets.
- 220,724.—Karlsruher Parfumerie-Und Toiletteseifen-Fabrik F. Wolff & Sohn Gesellschaft Mit Beschränkter Haftung, Karlsruhe, Germany. (Filed Sept. 24, 1925. Used since May, 1925.)—Perfume, Toilet Water, Toilet Powder, Hair Tonic Shampoo, Hair Oil, Face Cream, Brilliantine, and Bath Salts.

220,727.—Karlsruher Parfumerie-Und Toiletteseifen-Fabrik F. Wolff & Sohn Gesellschaft Mit Beschränkter Haftung, Karlsruhe, Germany. (Filed Sept. 24, 1925. Used since June, 1915.)—Perfume, Toilet Water, Toilet Powder, Hair Tonic, Shampoo, Hair Oil, Face Cream, Brilliantine, and Bath Salts.

220,729.—Karlsruher Parfumerie-Und Toiletteseifen-Fabrik F. Wolff & Sohn Gesellschaft Mit Beschränkter Haftung, Karlsruhe, Germany. (Filed Sept. 24, 1925. Used since February, 1914.)—Perfume, Toilet Water, Toilet Powder, Hair Tonic, Shampoo, Hair Oil, Face Cream Brilliantine, and Bath Salts.

220,795.—Drs. Ostrom & Meyer, Peoria, Ill. (Filed Sept. 25, 1925. Used since August, 1925.)—Mouth Wash.

220,797.—Carolus M. Paulson, doing business as Kalkus Chemical Company, Minneapolis, Minn. (Filed Sept. 25, 1925. Used since Sept. 21, 1925.)—Perfume.

220,885.—Joseph Brueck, doing business as Glossine Chemical Co., New York, N. Y. (Filed Sept. 28, 1925. Used since July 1, 1923.)—Composition of Matter Used for Facilitating the Extraction of Hairs from the Face and Hands of Human Beings.

220,952.—Daniel Jaquet, Neuilly-sur-Seine, France. (Filed Sept. 29, 1925. Used since Apr. 1, 1924.)—Perfumes.

220,953.—Daniel Jaquet, Neuilly-sur-Seine, France. (Filed Sept. 29, 1925. Used since July 1, 1923.)—Perfumes.

220,954.—Daniel Jaquet, Neuilly-sur-Seine, France. (Filed Sept. 29, 1925. Used since May 11, 1924.)—Perfumes.

220,955-220,956-220,957.—Daniel Jaquet, Neuilly-sur-Seine, France. (Filed Sept. 29, 1925. Used since Apr. 25, 1924.)—Perfumes.

220,985.—Witzell Bros., Baltimore, Md. (Filed Sept. 29, 1925. Used since Apr. 1925.)—Deodorant Cream.

TRADE-MARK REGISTRATIONS GRANTED (Act of Feb. 20, 1905)

(These Registrations Are Not Subject to Opposition)

M205,369.—Evelyn Lavania Sewell, doing business as Mme. E. L. Sewell, Kansas City, Mo. (Filed Nov. 1, 1924. Serial No. 204,726. Used since July 8, 1924.)—Hair Grower, Hairdressing and Follicle Oil.

M205,382.—Brookman Manufacturing Company, Chicago, Ill. (Filed Oct. 24, 1924. Serial No. 204,347. Used since Sept. 25, 1924.)—Washing Compounds.

M205,389.—The J. C. Ayer Company, Lowell, Mass. (Filed Aug. 13, 1924. Serial No. 201,320. Used since Aug. 4, 1924.)—Food-Flavoring Extracts.

M205,681.—Florence N. Lewis, doing business as Elizabeth Arden, New York, N. Y. (Filed Oct. 27, 1924. Serial No. 204,460. Used since January, 1922.)—Ointments for Whitening and Clarifying the Skin.

M205,682.—Chas. W. Young & Co., Philadelphia, Pa. (Filed Nov. 8, 1924. Serial No. 205,045. Used since Oct. 6, 1924.)—Shampoo Preparation.

M205,688.—John E. McBrady, doing business as J. E. McBrady & Co., Chicago, Ill. (Filed June 25, 1925. Serial No. 216,419. Used since 1907.)—A Preparation Used to Soften and Beautify the Skin.

M205,691.—Pfeiffer Chemical Company, New York, N. Y. (Filed July 14, 1925. Serial No. 217,360. Used since Aug. 30, 1924.)—Cold Cream; Hair Dye.

M205,692.—Pfeiffer Chemical Company, New York, N. Y. (Filed July 14, 1925. Serial No. 217,361. Used since Aug. 30, 1924.)—Pomades for the Hair, Hair Tonics, Hairdressing, Cold Cream, Bath Salts, Toilet Water, Tooth Powder and Tooth Paste.

DESIGNS PATENTED

68,631. Bottle or Similar Container. Charles Lionel Marcus, New York, N. Y. Filed July 5, 1924. Serial No. 10,071. Term of patent $3\frac{1}{2}$ years.

68,647. Receptacle for Skin Cream. Conrad Schummelfeder, Osnabruck, Germany. Filed Sept. 10, 1925. Serial No. 14,745. Term of patent 14 years.

68,726. Bottle. Albert Mosheim, East Orange, N. J. Filed Aug. 20, 1925. Serial No. 14,539. Term of patent 14 years.

68,727. Bottle Stopper. Albert Mosheim, East Orange, N. J. Filed Aug. 20, 1925. Serial No. 14,540. Term of patent 14 years.

PATENTS GRANTED

1,557,608.—Shaving-Stick Holder. Frederick O. Perkins, New York, N. Y., assignor, by mesne assignments, to The Andrew Jergens Company, Cincinnati, Ohio, a Corporation of Ohio. Filed Jan. 27, 1922. Serial No. 532,131. 8 Claims. (Cl. 206-56.)

1. In a holder of the class described the combination of a cap comprising a cylindrical flange and a bead formed on the flange, a cup adapted to be inserted in the cap and comprising a base, fingers extending from the base, and lugs formed on the fingers adapted to enter a shaving stick disposed upon the base of the cup, the bead on the cap being adapted to engage the fingers so as to preclude separation of the lugs from the stick.

1,558,044.—Closure for Collapsible Tubes and Other Receptacles. Harold E. Roberts, Overbrook, Pa. Filed Sept. 10, 1924. Serial No. 736,859. 8 Claims. (Cl. 221-60.)

1. A closure for a receptacle, comprising a head having an internal passage extending from its base to its exterior surface and there terminating in a discharge orifice, a cap adapted to seat over said orifice, a bail operative to support the cap, means carried by the head adapted to guide the bail when moved with respect thereto, and means on the head operative to draw said bail longitudinally when the bail is forced thereover to thereby seat the cap snugly against the orifice.

1,558,160.—Gun-Massage Preparation. Clyde M. Gearhart, Washington, D. C. Filed Apr. 4, 1925. Serial No. 20,863. 6 Claims. (Cl. 167-9.)

1. A gum massage cream or paste preparation, containing sulfur and an astringent.

1,558,405.—Deodorant Composition. Arthur G. Smith, Oak Park, Ill. Filed Mar. 6, 1924. Serial No. 697,389. 5 Claims. (Cl. 167-9.)

1. A deodorant composition in powdered form comprising sodium bicarbonate, zinc stearate and an inorganic emollient filler.

3. A deodorant composition in powdered form comprising a major quantity of sodium bicarbonate, and minor quantities of anhydrous calcium sulfate and zinc stearate.

1,558,407.—Vanity Case. Rae Sommer, Chicago, Ill. Filed Nov. 24, 1924. Serial No. 752,028. 16 Claims. (Cl. 132-83.)

1. A vanity case, comprising a closed body portion having a filling opening; a pair of relatively fixed parallel perforated plates adapted to close said opening; a member rotatably mounted between said fixed plates, and having perforations therein normally registering with the perforations in one of said plates, and adapted to register with the perforations in the other plate only when the member is rotated; and means for returning said member to normal position.

1,558,471.—Vanity Box. Frederick Goertz, Newark, N. J., assignor to August Goertz & Co., a Corporation of New Jersey. Filed Sept. 26, 1922. Serial No. 590,573. 15 Claims. (Cl. 132-83.)

1. A vanity box comprising a main shell, a lid or cover connected therewith, a second shell normally disposed within said main shell, and a movable connection between said main shell and said second shell for moving the latter shell from and above said main shell when the lid or cover is opened.

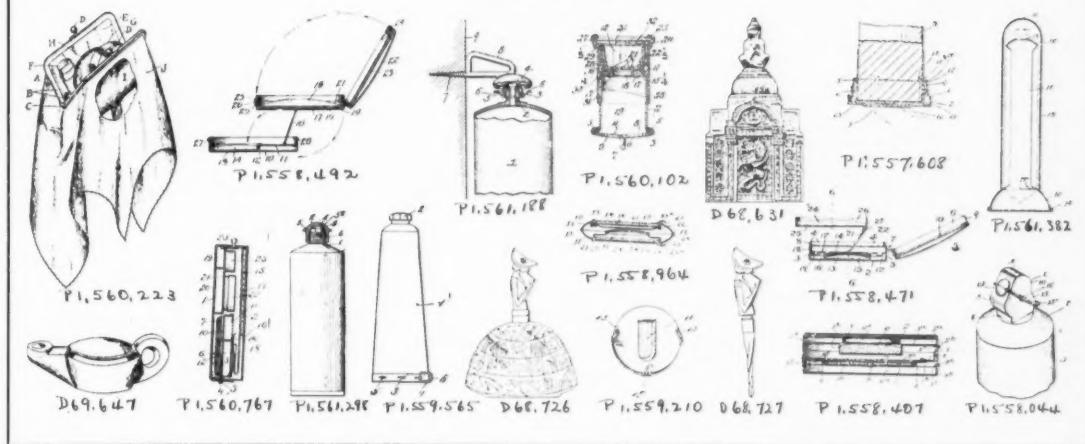
1,558,492.—Vanity Case. Simon Morrison, Brooklyn, N. Y., assignor to August Goertz & Company, Inc., Newark, N. J., a Corporation of New Jersey. Filed Jan. 25, 1923. Serial No. 615,445. 13 Claims. (Cl. 132-83.)

10 In combination with a box adapted to contain a rouge-compact, or the like, a carrier-frame pivotally connected with said box, a second box, and a means of pivotal connection for pivotally connecting said second box to said frame.

1,558,642.—Shaving Soap. Curtis A. Sipe, York, Pa. Filed Sept. 28, 1923. Serial No. 665,466. 2 Claims. (Cl. 87-5.)

1. A shaving soap comprising the reaction products of lye, fat, boric acid, together with much smaller quantities of acetanilid and hydrogen peroxid.

PATENTS



1,558,964.—Vanity Case. Samuel Clark, Newark, N. J., assignor to Gorham Manufacturing Company, Providence, R. I., a Corporation of Rhode Island. Filed June 26, 1925. Serial No. 39,665. 3 Claims. (Cl. 132-83.)

1. The vanity case described comprising two dished shells joined peripherally, each having a circular central opening, a hinged lid on each of said shells received in each of such openings, a mirror on the inner face of each of said lids, and a horizontally disposed diaphragm on one of said shells dividing the interior of said case into two compartments each closed by one of said lids.

1,559,210.—Vanity-Case Holder. Leslie O. Wetherell, Attleboro, Mass., assignor to Freeman-Daughaday Company, Chartley, Mass., a Corporation of Massachusetts. Filed July 18, 1925. Serial No. 44,457. 1 Claim. (Cl. 24-3.)

A holder for a vanity case comprising a plate of sheet material, an arm struck out from within the margin thereof for engaging a garter or the like to press the same against the plate, diametrically opposite fingers on the edge of said plate extending outwardly at substantially right angles thereto and located at substantially the horizontal center and slightly thereabove, intumed lips on the ends of said fingers between which and said plate a circular shaped vanity box may be snapped and gripped, the upper peripheral edge of said plate being free from box engaging fingers and a portion extending outwardly from the bottom of said plate to serve as a stop to limit the movement of said box in being slid in a plane substantially parallel to said plate from the top thereof to a position under said lips.

1,559,565.—Collapsible Tube Container. Frederick E. Farnum, Boston, Mass. Filed July 7, 1925. Serial No. 41,964. 4 Claims. (Cl. 221-60.)

1. A collapsible container for paste or the like embracing in its construction a tubular body of flexible sheet material having a discharge orifice at one end and having its opposite end edges clamped between a sealing strip, said strip comprising an elongated blank of thin sheet metal folded along a medial line to embrace the end edge portion of the tube and being provided at one end with a pivotally attached handle arranged to swing from infolded position against the clamping strip to extended position to serve as a handle.

1,559,722.—Dentifrice. Leo Mandelstamm, New York, N. Y. Filed Oct. 28, 1924. Serial No. 746,417. 5 Claims. (Cl. 167-9.)

2. In a dentifrice, the combination of neutral cleansing and abrasive materials, and a vanadium salt.

5. In a dentifrice, the combination of glycerin, neutral cleansing and abrasive materials and small amounts of vanadium and radium salts.

1,559,960.—Cleaning Compound. Eugene M. Heckman, Avalon, Pa. Filed June 21, 1924. Serial No. 721,586. 2 Claims. (Cl. 87-5.)

2. A cleaning compound consisting of blast furnace-slag, granulated by introducing it into water while hot, and soap.

1,560,102.—Vanity Box. Ernest F. Rueckert, Providence, R. I. Filed Sept. 6, 1924. Serial No. 736,334. 12 Claims. (Cl. 132-83.)

1. A device of the class described comprising a powder receptacle, a puff carried by said receptacle and normally contracted and projecting from the inner open end thereof and communicating therewith, a sleeve telescoping over said receptacle, said sleeve when in one position exposing the puff and in the other position enclosing the same, and a cap closing the outer end of the sleeve.

1,560,223.—Vanity Case or the Like. Adelbert Englander, Brooklyn, N. Y. Filed Mar. 12, 1925. Serial No. 14,873. 5 Claims. (Cl. 150-28.)

3. In combination, a vanity case and a display handkerchief, a portion of said handkerchief constituting an exterior casing for the vanity case.

1,560,626.—Process for the Manufacture of High-Percentage, Nondecomposable, Durable Soap. Adolf Welter, Krefeld-Pzeinhafen, Germany. Filed Jan. 8, 1923. Serial No. 611,500. 3 Claims. (Cl. 87-5.)

1. A process for the manufacture without the addition of water of non-decomposable soap of high fatty acid content, by mixing at the temperature of the approximate melting point of the fatty acids, a measured quantity of water free alkaline carbonate with commercial fatty acids, said measured quantity being approximately double the quantity required for the complete saponification of said fatty acid, and said excess of alkaline carbonate being approximately the quantity necessary for the absorption by said excess of all the carbon dioxide resulting from said saponification whereby a soap is formed containing a substantial excess of the bicarbonate of said alkali and approximately no stronger alkaline impurities than said bicarbonate of soda.

1,560,767.—Vanity Case. Cecile E. Croswhite, Kansas City, Mo. Filed May 22, 1925. Serial No. 32,038. 1 Claim. (Cl. 132-83.)

In a vanity case, two boxes hinged to each other, one being adapted to form a cover for the other, a mirror mounted in one of the boxes against the bottom thereof, and a plate disposed parallel with and against the mirror

and having an observation opening registering with said mirror, and having at one edge two U-shaped arms adapted to receive between them and to hold releasably a comb, said plate being attached to the box in which it is located.

1,561,188.—Collapsible Tube. John Saxe, Cartago, Costa Rica, Central America, assignor of one-half to Henry Gerry Purdy, San Jose, Costa Rica, Central America. Filed July 2, 1925. Serial No. 41,024. 1 Claim. (Cl. 221-60.)

As a new article of manufacture, a closure cap having snap fastener engagement with the nozzle of a collapsible tube, a holder integral with and extending substantially right angularly from the axis of said cap, said holder being provided with means for securing it to a fixed support, and bracing means integral with and extending laterally from said holder, said bracing means being centrally arranged relatively to the cap and adapted to coact with the fixed support to resist the pressure applied in forcing the tube nozzle into said cap.

1,561,298.—Closure for Collapsible Tubes. Frederic E. Baldwin, Philadelphia, Pa. Filed June 6, 1925. Serial No. 35,353. 4 Claims. (Cl. 221-60.)

1. A closure for collapsible tubes having a threaded neck and a nozzle above the neck, and a cap adapted to engage the threaded neck, the cap being provided with a cavity adapted to encircle the nozzle and to engage the same with a rotary sliding motion, and the contacting parts between said nozzle and cap being tapered at different angles.

1,561,382.—Container. George Walters, Ardenode, Alberta, Canada. Filed Apr. 11, 1923. Serial No. 631,410. 2 Claims. (Cl. 221-60.)

1. A tube holding device comprising a holding member having a tube-neck-receiving opening in one end and oppositely disposed slots extending longitudinally thereof, a flared portion formed on the opposite end, a removable cap associated with said flared portion and forming a closure therefor; a cover member adapted to receive the holder member; and means for effecting the releasable connection of the cover member to the holder member.

COURTS REFUSE TO PUT BAN ON THE USE OF "NARCISSUS" AND "AMOUR"

(Continued from page 515)

prior trade marks as "Rose d' Amour," "Caresse d' Amour de Mury," "Esprit d' Amour," "Bel Amour" and "Etoile d' Amour."

The court decided that as Roger & Gallet has never used the word "Amour" alone, but has always used it in conjunction with other words, it is not entitled to the sole use of the word "Amour," either alone or in conjunction with other words, unless these other words conflict with the words used by the plaintiff in conjunction with the word "Amour." The court held that the word "Charme" used by John Wana-maker is not sufficiently similar to the words "Fleurs" and "Bouquet" used by the plaintiff as to cause confusion in the minds of the purchasing public. The word "Amour" is not a distinguishing feature of the trade mark of Roger & Gallet, and in view of this the court denied the motion for an injunction.

APPEAL HEARD IN LIQUID RESINS CASE

A final appeal to the United States Court of Customs Appeals was argued in Washington on October 28, by Comstock & Washburn, customs attorneys on behalf of Ungerer & Co., in the matter of certain importations of resinarome oak moss and resinarome orris. The appeal was taken by Ungerer & Co., from a decision of the Board of General Appraisers at New York, in which Judge McClellan held these materials to be dutiable at 45 per cent ad valorem under paragraph 61, of the Tariff Act of 1922, as aromatic chemicals. The original controversy was quite fully reviewed in the *AMERICAN PERFUMER & ESSENTIAL OIL REVIEW* in January, 1925, and July, 1924.

The contention of the importer upon appeal was much the same as that in the original case. This was that the mer-

chandise should have been classified as a "resin" not specially provided for and hence free of duty under paragraph 1584 of the Tariff Law. In addition, it was pointed out that the Board of General Appraisers in excluding the merchandise from such classification and placing it under paragraph 61 of the dutiable list directly contradicted a previous decision in the case of the same merchandise and the same importer, handed down by Judge McClellan in June, 1924, in which the material was classified as a "resin" and held free of duty under paragraph 1584.

The government argued that the material was an aromatic chemical of natural origin and that it should be so classified on account of the method of extraction from oak moss or orris root by the use of volatile solvents. It maintained further, that the material possessed a definite odor value and not merely the recognized fixative qualities and was used for such purpose in addition to its use as a fixative. It declared that the merchandise was properly classified under paragraph 61 as an aromatic chemical, and, if not, that it should be classified as dutiable as a mixture or compound containing essential oils or natural or synthetic odoriferous substances.

The case apparently revolves around the question as to whether the paragraph covering "resins" in the Tariff Act of 1922 should or should not be limited to mean and refer only to recognized gum resins, or whether it covers liquid resins or other resinous substances. A recognition or non-recognition of the precedent established by the Board of General Appraisers in the decision of June, 1924, must also be taken into consideration. The case is one of importance from the standpoint of the perfume trade and the decision of the Court of Customs Appeals is awaited with considerable interest.

Supreme Court Sustains Origin Label

In an opinion handed down October 19, the United States Supreme Court sustained the validity of the provisions of the customs laws requiring goods imported to bear a mark indicating the country of origin. The case presented was that of Lewis & Conger of New York against the United States.

The petitioners imported certain merchandise which the New York Collector of Customs detained in his custody, requiring the same to be marked, branded or labeled so as to indicate the country from which imported. The Collector's orders were complied with and the goods marked "Made in England," as provided by Section 304 (a) of the Tariff law of 1922.

Upon liquidation of the entries the Collector assessed an additional duty of 10 per cent ad valorem on the ground that the goods had not been properly and legally marked upon entry. The Board of General Appraisers upheld the action of the Collector and the board's decision was affirmed by the Court of Customs Appeals. In its opinion the Supreme Court refused to review the decision of the customs court.

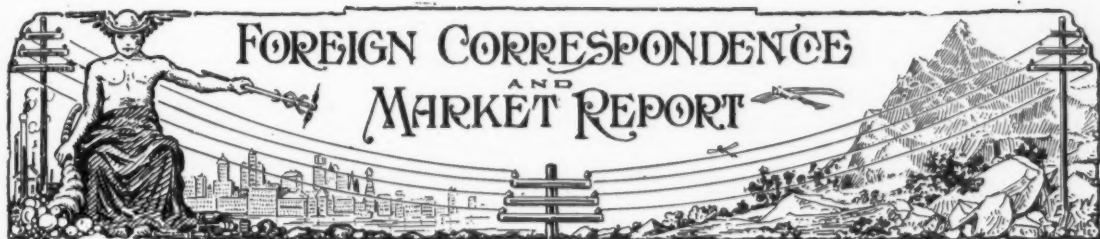
"Pine-O-Sal" Not in Conflict With "San-I-Sal"

The Commissioner of Patents, Washington, D. C., has held that the Pine-O-Sal Chemical Co., Bayonne, N. J., is entitled to the registration as a trade mark for bath salts of "Pine-O-Sal," associated with a scene in which there is a pine tree, notwithstanding the previous registration by the San-I-Sal Laboratory, of Washington, D. C., of the word "San-I-Sal" as a trade mark for the same goods.

The ground of the decision is that the term "Sal" is in common use as indicating salt, and the two marks are not otherwise so similar that their use would be likely to cause confusion in the trade.

Enjoined from Using "Palm and Olive" on Soap

A decision handed down by Federal Judge Dickinson, of the United States District Court, Eastern District of Pennsylvania, granting an injunction against the Pennsylvania Soap Co. prohibiting it from advertising, selling and manufacturing soap wrapped in imitation of the product of the Palmolive Co. is being carefully studied by manufacturers in many lines. The phrase, "Palm and Olive" on the product and the use of greenish wrapper said to resemble that of the Palmolive Co., formed the basis of the suit.



BULGARIA

ROSE OIL EXPORTS—During July, according to official statistics, Bulgaria exported 670 kilos of rose oil, valued at 27,334,295 leva, to the following countries: Great Britain, 63; Germany, 16; Italy, 1; United States, 322; France, 263; Holland, 0.360; other countries, 5 kilos. During the first seven months of the present year exports of rose oil totalled 1,421 kilos, value 53,498,473 leva.

CZECHOSLOVAKIA—TURKEY

PROVISIONAL MOST-FAVORED-NATION AGREEMENT.—A provisional most-favored-nation agreement between Czechoslovakia and Turkey has become effective, to remain in force until supplanted by a definite commercial treaty.

GERMANY

FOREIGN TRADE RESTRICTIONS ABOLISHED.—The practically complete abolition of the system of import and export licensing, by which Germany has been controlling its foreign trade since 1917, was finally effected by two decrees effective October 1.

Accordingly, aside from the few exceptions, all shipments to and from Germany may now be made without the necessity of first procuring a license from the German federal commissioner for import and export control.

GREECE

OLIVE OIL EXPORTS.—A decree published October 16, 1925, permits the exportation from Greece of sufficient olive oil for the execution of all obligations assumed up to and including August 21, 1925.

The exportation of olive oils from Greece had been prohibited, effective September 24, 1925, except for oil already shipped or awaiting shipment at the custom houses.

NEW CUSTOMS TARIFF.—The Greek Government purposes soon to publish the definite text of the new customs tariff, after considering the modifications suggested by the Parliamentary Commission. This text is to serve as the basis for negotiations with other countries for the conclusion, before the end of the year, of commercial treaties, with the object of enforcing the new tariff from January 1, 1926.

GUATEMALA

IMPORT DUTY ON MEDICINAL SOAPS INCREASED.—By a presidential decree published September 19, the duties on medicinal soaps and scented powdered soaps imported into Guatemala have been increased and the wordings of two tariff items covering soaps have been changed. These

(Continued on Page 548)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

While the demand from consuming interests has not been as important as it might have been or as brisk as was generally expected by dealers in essential oil months ago, there has been enough doing to show that consumers are not particularly well supplied with goods and to indicate that more business might reasonably be expected between now and the holidays. The feature of the month in this group, however, has been the continuation of speculative activity in a large way. This has not been indulged in to any great extent by regular New York dealers. It has been confined largely to manipulative efforts on the part of holders of domestic oils in the producing districts.

Speculation plays an important part in the fixing of values and a certain amount of it is necessary to almost any open trading market. However, there is grave question whether the tactics of the present handlers of domestic essential oils is conducive to good business. Certainly they are acting in a manner detrimental to the consuming trades and also to legitimate dealers in these articles. Almost as certainly, there will be a reaction and that reaction may be expected to result in severe losses. However, the present handlers of the situation are in a position to withstand quite severe losses.

Whether the speculation, as it has been carried on, has been good for the market or not, it is nevertheless the outstanding feature of the essential oil situation at the moment. It has carried practically all of the leading domestic oils to sharply higher levels and apparently the end is not yet. Peppermint has advanced far above the high prices which were secured last year and seems likely to go still higher. Spearmint has also advanced into high ground. Erigeron, tansy, wormwood and even the lowly pennyroyal are feeling the effects of manipulative handling and are higher this month than they were a month ago.

The situation in wormseed has also become interesting. Following the lead of other country interests, the Maryland growers are holding the oil and even at high prices they do not seem to be particularly anxious to do business. They are fortified and to some extent justified in their attitude by the fact that the crop is shorter than normal. Higher prices on this oil seem likely. In brief, there is not a domestic oil at the moment which looks ready for a decline in price or even an easier market position.

The citrus group has been quiet and reasonably steady. There has been no demand for these oils. Had there been any real inquiry, it is probable that there would have been a further advance in lemon, which is very high for shipment. On bergamot and orange, slight reductions have been named on spot although shipment prices are unchanged. Oil of limes is higher again, owing to the

scarcity of spot material and a fairly active inquiry which has arisen for the article.

The floral oils are generally unchanged. Rose is strong but has failed to advance. There is much talk of higher prices on lavender which would doubtless be justified by the fact of a short and unsatisfactory French crop. This advance is almost certain to take place. Neroli is unchanged. All sorts of prices are asked for all sorts of grades of this oil. Geranium oils looked firmer a month ago, but at present they are again in the doldrums with spot goods apparently too plentiful to allow any advance to really get under way.

Seed and spice oils are irregular and unsettled. Mace and nutmeg are slightly higher owing to the absorption of one cheap lot which has been a disturbing influence. Ginger is quite sharply lower and so is artificial mustard. Caraway is easy on the debacle in the Dutch seed situation. Coriander and dill are steady without quotable change.

In the miscellaneous group, wintergreen and birch are in better demand owing to the tendency of confectioners to abandon peppermint and substitute other flavors. Citronella and lemongrass have been weaker although little actual change on spot has taken place. Both these oils are quite firm for shipment despite the spot tendency toward lower levels on heavy supplies.

In general the tendency of the market throughout has been toward higher levels although the consuming demand has hardly warranted such action. Buyers of essential oils must reasonably expect to pay advanced levels for anything they have to purchase between now and the end of the year.

Synthetics and Aromatic Chemicals

There has not been a great deal doing in the market for synthetics thus far, although the tendency toward the substitution of some of the cheaper products for high priced oils has grown to some extent. On the whole, however, business has been along routine lines. Price changes have been few and with few exceptions of little importance. Geraniol is sharply lower both on lower costs and in competition with foreign goods which have come in at rather cheap prices. The same situation is reported in benzaldehyde in which foreign goods are offered for shipment at what appear ridiculous prices. American makers are not fully meeting this competition although they have cut prices to some extent. Heliotropin is somewhat lower in competition. Thymol is very scarce. Vanillin is less active, even at the recent cut, owing to the decline in vanilla beans.

Vanilla Beans

The market is unchanged insofar as price is concerned. However, the trend continues easy and there is not much sign of a reaction toward higher levels. Stocks are variously estimated, but nothing accurate or authentic can be secured as to the volume of supplies either here or abroad. Bourbons continue quiet and rather easy despite the fact that supplies are generally believed to be extremely small. Mexicans have been quite steady during the month but they are expected to decline to proportionate levels as soon as new goods come through in volume. In fact a break in prices in the primary market is already under way.

Demand for beans has been a little better, but it is still of a more or less casual nature and has been insufficient to bring about a turn in the market position. At present levels, there should be an active, stable and satisfactory market in vanilla, something which has been hoped for by all concerned throughout the long period of greatly inflated price levels.

Sundries

A further decline in menthol has featured the market, having been brought about by competition between the largest consumer and certain spot importers. It is reliably reported that this consumer is planning to spend the money which he previously used in fostering the growing of Japanese mint here and in direct purchasing effort and investigative trips to Japan to manipulate the spot market. In this, if it is true, he will gain the cordial dislike of the New York trade and array that trade against him and with the Japanese in all questions affecting the market. Spot

sellers at \$9.00 in case lots and possibly lower were the rule at the middle of the month. The usual moderate consuming demand was in evidence. Other sundries were generally quiet and without change of importance during the period under review.

MINT IN THE ALPES MARITIMES

In a review of the mint industry in the Alpes Maritimes, France, Vice Consul Walter J. Linthicum, Nice, says: "During the present year about \$115,000 worth of essence of mint from the Alpes Maritimes Department of France has been shipped to the United States at an average selling price of \$5.50 to \$6 per pound.

"It is estimated that the yield from one hectare (2.49 acres) is from 8,000 to 10,000 kilos of fresh herbs. In the Siagne Valley it is calculated that 300 kilos of fresh plant produce one kilo of essential oil, elsewhere a yield of two kilos to about 1,000 kilos of stems and green leaves is claimed. The density is about .900 to .925 and is soluble in four times its volume of alcohol at 70 degrees. It has been proven by experience that all parts of the plant do not give the same proportion of essence and it is more abundant when the plants have grown in a hot region and have bloomed to the best advantage. Fresh plants give more essence than dry ones as certain parts of the dry plant, rich in oil, break off and are lost. The plant is in full bearing in its second or third year but the plantation should be renewed every four or five years to get the best results.

"The apparatus for distilling mint is similar to that used in distilling other aromatic plants. The herbs are loaded into the still and when the temperature reaches 100 degrees the essence passes with the steam into the wormpipe, where it condenses. In the receptacle the essence rises to the surface and is collected. The essence improves with age and its flavor continues to mature after 10 to 12 years."

CITRONELLA OIL MANUFACTURE

(Trade Commissioner, J. F. Van Wickel, Batavia, Java)

Owing to the extent of fluctuation of the prices of citronella oil it is, according to a superintendent of a citronella oil factory in West Java, more apt to be profitable to produce the oil as an adjunct to the other operations of a farm than as a separate enterprise. There are often areas on which sereh grass from which the oil is recovered, will thrive which will not satisfactorily grow other crops and from which a sufficient cutting may be obtained to operate a small factory or plant. The grass may be cut as often as three times a year.

The installation for the extraction of the oil from the grass need not be an extensive one as the plant needs comprise only a boiler for steaming the grass, several distillation retorts and a serpentine to condense the steam carrying the oil. The residue remaining after the steaming process is completed may be used as manure.

Citronella oil is sold on the basis of its so-called geraniol content, or, in other words, the amount of geraniol and citronellol present, which must not be less than 85 per cent. Java citronella oil usually has a better flavor than does Ceylon oil, which is less rich in geraniol.

Cat in Catnip is Vindicated

Catnip is a word which expresses the commonly accepted view that cats are fond of this herb. Now, the Biological Survey of our government gives official assurance that the cat family is attracted by catnip. Oil of catnip is recommended as a lure for mountain lions in Arizona and other sheep-raising sections of the West.—Meyer Druggist.

But Summer Is No Longer Here

Woman is the only fur-bearing animal that continues to be plentiful.—Houghton Line.

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

ESSENTIAL OILS			Neroli, Bigrade, Pure...			Anisic Aldehyde, dom....		
Almond Bitter, per lb..	\$3.20@	\$3.50	Petale, extra	100.00@	130.00	foreign	3.75@	
S. P. A.	3.45@	3.65	Nutmeg	2.00@		Benzaldehyde, U. S. P..	1.30@	
F. F. C. "Art".....	1.75@	1.80	Orange, bitter	2.75@		F. F. C.	1.55@	
Sweet True90@		sweet, W. Indies.....	2.70@	2.90	Benzilidenacetone	3.00@	4.50
Apricot Kernel62@	.65	sweet, Italian	3.00@	3.25	Benzophenone	5.50@	
Amber, crude75@	.80	Calif.	2.80@	3.00	Benzyl Acetate, dom....	1.25@	
rectified90@	1.00	Origanum, imitation....	.35@		foreign	1.30@	1.50
Amyris balsamifera ..	1.95@		Orris Root, concrete, do-			Benzyl Alcohol.....	1.30@	1.50
Angelica Root	36.00@		mestic	4.50@		Benzyl Benzoate.....	1.50@	1.65
Anise, tech70@	.72½	foreign	5.00@		Benzyl Butyrate.....	5.50@	5.75
Lead free, U. S. P....	.75@	.77½	Orris Root, absolute (oz.)	70.00@		Benzyl Cinnamate.....	9.50@	
Aspic (spike) Spanish..	1.50@		Parsley	6.75@		Benzyl Formate.....	3.25@	
French	1.65@		Pennyroyal, American ..	2.50@		Benzyl Propionate.....	5.25@	
Bay, Porto Rico.....	2.35@		French	2.75@		Borneol	2.75@	
West Indies	2.25@		Peppermint Natural	24.00@	nom.	Bornylacetate	3.50@	
Bergamot, 35-36 per cent	5.25@	6.00	Redistilled	25.00@	nom.	Bromstyrol	4.00@	4.50
Birch, sweet N. C.....	1.90@	2.15	Petit Grain, So. American	2.40@		Carvol	6.25@	
Penn. and Conn.....	3.50@	4.00	French	6.00@		Cinnamic Acid	3.25@	3.50
Birchard, crude18@		Pimento	5.25@		Cinnamic Alcohol	5.00@	6.50
rectified55@		Pinus Sylvestris.....	2.00@		Cinnamic Aldehyde.....	3.25@	3.75
Bois de Rose, Femelle..	3.20@		Pumilions	2.60@		Citral, C. P.	3.00@	3.50
Cade, U. S. P. "IX"....	.33@		Rose, Bulgaria..... (oz.)	10.00@	15.00	Citronellol, dom....	6.50@	7.50
Cajeput, Native S. P....	1.05@		Rosemary, French.....	.60@		foreign	6.75@	7.50
Calamus	4.00@		Spanish	4.2½@		Coumarin, dom....	3.25@	3.75
Camphor, "white".....	.15@	.16	Rue	4.00@		foreign	3.45@	3.75
sassafras18@		Sage	2.75@	3.00	Diethylphthlate35@	
Cananga, Java Native..	2.65@		Sage, Clary	30.00		Diphenylmethane	1.75@	2.50
rectified	3.30@		Sandalwood, East India..	7.25@		Diphenyloxide	1.00@	1.40
Caraway Seed, rectified..	1.75@		Santalum Cygnorum.....	5.00@		Ethyl Acetate50@	
Cardamon Ceylon.....	48.00@		Sassafras, natural.....	.90@		Ethyl Benzoate.....	1.85@	
Cassia, 80@85%.....	2.75@	nom.	artificial33@		Ethyl Butyrate.....	1.50@	
rectified, U. S. P....	3.50@		Savin, French	2.35@		Ethyl Cinnamate	3.75@	
Cedar Leaf90@	1.00	Snake Root	15.00@		Ethyl Formate.....	1.00@	
Cedar Wood60@	.65	Spearmint	13.50@		Ethyl Propionate.....	2.00@	
Celery	10.00@	7.50	Spruce90@		Ethyl Salicylate.....	2.00@	
Chamomile	6.00@	7.50	Tansy	6.75@		Eucalyptol	1.00@	
Cinnamon, Ceylon	12.00@	15.00	Thyme, French, red....	1.00@		Eugenol	3.00@	3.50
Citronella, Ceylon50@	.55	white	1.10@	1.25	foreign	3.00@	3.50
Java92½@	.95	Spanish red90@	1.00	Geraniol, dom	3.00@	
Cloves, Bourbon	2.50@	2.75	Valerian	12.50@		foreign	3.30@	
Zanzibar	2.15@		Vetivert, Bourbon	17.00@		Geranyl Acetate.....	4.75@	
Copaiba55@	.65	Java	18.00@		Geranyl Butyrate.....	13.00@	
Coriander	9.25@		East Indian	30.00@	35.00	Geranyl Formate.....	12.50@	
Croton	1.00@		Wintergreen, Southern..	4.50@		Heliotropin, dom	1.85@	
Cumin	11.00@	12.00	Penn. and Conn.....	8.00@	9.50	foreign	2.10@	2.35
Cypress	5.00@		Wormseed	5.25@		Hydroxycitronellal	9.00@	12.00
Cubeb	5.00@		Wormwood	6.75@		Indol, C. P. (oz.)	7.00@	9.00
Dillseed	4.00@	6.00	Ylang-Ylang, Manila....	26.00@	32.00	Iso Butyl Benzoate.....	5.00@	
Erigeron	6.75@		Bourbon	10.00@	12.00	Iso Eugenol	4.00@	
Eucalyptus Aus. "U.S.P."	.65@	.70	OLEO-RESINS			Linalol	5.00@	6.50
Fennel, Sweet.....	.95@	1.05	Capsicum	2.60@		Linalyl Acetate 90%...	7.50@	8.00
Geranium, Rose, Algerian	5.00@	7.00	Ginger	3.75@	3.85	Linalyl Benzoate.....	13.00@	
Bourbon	4.00@	4.25	Cubeb	4.25@		Methyl Acetophenone...	4.00@	4.25
Turkish (Palma rosa) ..	3.90@	4.15	Malefern	2.15@		Methyl Anthranilate..	2.75@	3.25
Ginger	10.00@		Oak Moss	15.00@	15.50	Methyl Benzoate.....	2.00@	
Gingergrass	2.75@		Orris	6.00@	15.00	Methyl Cinnamate.....	4.25@	5.00
Guaiaec (Wood)	4.25@		Pepper, Black	3.85@		Methyl Eugenol.....	7.75@	10.00
Hemlock90@		Vanilla	12.00@	15.00	Methyl Heptenone.....	9.00@	
Juniper Berries, rectified.	2.50@		DERIVATIVES AND CHEMICALS			Methyl Heptene Carbon..	27.00@	35.00
Juniper Wood65@		Acetaldehyde 50%	2.00@		Methyl Iso Eugenol	12.50@	13.00
Laurel	5.00@		Acetophenone	4.00@	5.00	Methyl Octine Car	27.00@	35.00
Lavender, English.....	32.00@		Aldehyde C 14.....	22.50@		Methyl Paracresol.....	6.00@	
U. S. P. "IX".....	5.50@	7.00	C 16	70.00@	75.00	Methyl Phenylacetate,		
Lemon, Italian	2.15@	2.50	Amyl Acetate	1.00@		Art. Honey Aroma....	5.00@	6.50
Calif.	2.00@		Amyl Butyrate	1.75@		Methyl Salicylate.....	.43@	.48
Lemongrass	1.25@		Amyl Cinnamate	2.35@		Musk Ambrette.....	8.25@	9.50
Limes, distilled.....	2.50@		Amyl Formate	1.75@	2.00	Ketone	9.00@	11.00
expressed	5.30@	5.75	Amyl Phenyl Acet.....	5.00@		Xylene	3.00@	3.50
Linaloe	3.20@		Amyl Salicylate, dom....	1.50@		Nerolin	1.50@	1.75
Mace, distilled	2.00@		foreign	1.75@		Nonylic-Alcohol	40.00@	52.00
Mirbane15@		Amyl Valerate	3.00@	3.50	Phenylacetaldehyde 50%.	7.25@	10.00
Mustard, genuine	12.00@	15.00	Anethol	1.25@		imported	7.25@	10.00
artificial	2.25@	2.50				Pure	14.00@	16.00

(Continued on Next Page)

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Phenylacetic Acid.....	3.25@	4.00	Balsam Peru.....	1.95@	Peach Kernel meal.....	.35@
Phenyl Ethyl Acetate....	12.00@	15.00	Tolu.....	1.60@	Rhubarb Root, Shensi...	.55@
Phenyl Ethyl Butyrate...	16.00@	20.00	Beaver Castor.....	4.50@	High Dried.....	.42@
Phenyl Ethyl Formate...	18.00@		Cardamon Seed, green...	1.85@	Powdered.....	.47@ .50
Phenyl Ethyl Propionate	18.00@		decort.....	2.65@	Rice Starch.....	.09@ .12
Phenyl Ethyl Alcohol, do-			Castoreum.....	4.00@	Rose leaves, red.....	1.75@
mestic.....	6.00@	6.50	Chalk, precipitated...	.03½@	pale.....	.65@
imported.....	6.00@	7.00	Civet horns.....(oz.)	2.25@	Sandalwood chips.....	.45@ .50
Rhodinol, dom.....	15.00@	24.00	Guarana.....	.75@ .80	Saponin.....	1.25@
foreign.....	18.00@	20.00	Gum Benzoin Siam.....	1.25@	Styrax.....	.47½@ 2.20
Safrol.....	.36@		Sumatra.....	.25@ .40	Talc, domestic.....(ton)	18.00@ 40.00
Skatol, C. P.....(oz.)	9.00@	10.00	Gum Gamboge, pipe....	1.20@	French.....	40.00@ 45.00
Terpineol, C. P., dom....	.36@	.41	powdered.....	1.40@	Italian.....(ton)	50.00@ 65.00
imported.....(lb.)	.36@	.46	Kaolin.....	.03@ .03½	Vetivert root.....	.30@
Terpinyl Acetate.....	1.50@	1.75	Lanolin hydrous.....	.17@ .19	Zinc Stearate.....	.26@ .30
Thymol.....	4.50@		anhydrous.....	.20@ .23		
Vanillin.....(oz.)	.47@	.52	Menthol, Jap.....	9.00@ 10.00		
Violet Ketone Alpha.....	5.00@	9.00	synthetic.....	8.00@ 10.00		
Beta.....	6.25@	8.00	Musk, Cab, pods....(oz.)	18.00@ 20.00		
Yara Yara.....	1.65@	2.00	grains.....(oz.)	26.00@ 28.00		
			Tonquin, gr.....(oz.)	36.00@		
			pods.....(oz.)	22.00@ 23.00		
			Orange flowers.....	1.00@		
			Orris Root, Florentine...	.11@ .14		
			powdered.....	.14@ .30		
			Orris Root, Verona.....	.10@ .12		
			powdered.....	.13@ .25		
			Patchouli leaves.....	.20@ .25		

SUNDRIES

Alcohol Cologne spts., gal.	4.97@	5.12
Almond Meal.....	.28@	.30
Ambergris, black....(oz.)	15.00@	18.00
gray.....(oz.)	30.00@	35.00
Balsam Copaiba S. A.....	.47@	
Para.....	.42@	

FOREIGN CORRESPONDENCE

(Continued from Page 545)

changes in import duties, as well as those embodied in a decree of August 3 (see page 488, AMERICAN PERFUMER, for October, 1925), apply to shipments which arrive at Guatemalan ports after October 15. The additional schedule is as follows in pesos per kilo:

Item	Articles	Old	New
2,482	Medicinal soaps of secret composition or prepared by special formulas (including weight of inner packings) ¹	1	2
1,935	Unscented powdered toilet soap (including weight of inner packing).....	#1	1
	The same, scented (including weight of inner packing).....	1	2
1,936	Perfumed toilet soap of all kinds, perfumed shaving soap in tubes or glass bottles, and liquid soap, either perfumed or scented (including weight of inner packing).....	#2	2

¹Soaps which are prepared according to dispensing formulas, such as sulphur, coal tar, borax, etc., shall not be liable to duty as pharmaceutical specialties (patent medicines).

²New wording of items.

MEXICO

OLIVE OIL DUTIES.—By a presidential decree effective September 30 the Mexican import duties on olive oil in tank cars (net) were reduced from 0.20 pesos per kilo to 0.05 pesos. Olive oil whose weight including immediate container is up to 50 kilos (gross) is reduced from 0.25 pesos to 0.20 pesos.

PARAGUAY

NEW TARIFF EFFECTIVE SEPTEMBER 1.—The new Paraguayan customs tariff became effective on September 1, 1925. The new customs regulations, which should also have become effective at the same time, have not yet been passed by Congress, and it is not thought probable that the law will be voted this year. In the preparation of the Paraguayan consular invoice, American manufacturers and exporters should be guided by the Spanish terms employed in the new tariff.

The new duties on toilet preparations are as follows: (Item 280.) Liquid preparations in general for the teeth and mouth, 0.50 peso per legal kilo; (292) paste, powder,

soap, and other preparations, except liquids, for cleansing the teeth and mouth, 0.75 peso per legal kilo.

PHILIPPINES

TOILETRY IMPORTS.—The imports of perfumery, cosmetics and all toilet preparations are reported to be steadily increasing. The gain in the month of March was 20 per cent over the similar period in 1924, the total being 104,492 pesos.

SPAIN

ESSENTIAL OIL EXPORTS.—Shipments of essential oils from Malaga, in July totaled approximately 26,400 pounds, of which 18,545 were exported to the United States and 6,641 to Great Britain. The oils forwarded to the United States were valued at \$24,609 and comprised 17,309 pounds of thyme, 1,186 of rosemary, and 50 of rue oil.

TURKEY

ALCOHOL MONOPOLY.—The administration of the State alcohol monopoly has decided to use oil of begamot, or another similar essential oil, as the denaturant for alcohol supplied to Turkish manufacturers of eau de Cologne and perfumes. Under the new alcohol law pharmacists are not allowed to supply more than 200 grams of pure alcohol over the counter.

NEW CUSTOMS TARIFF.—In view of the proposed issue of a new Turkish customs tariff, the administrator of indirect taxes has ordered a copy of the new French customs tariff from Paris. As soon as it has been translated it will be compared with the existing Turkish tariff, whereupon the elaboration of the new rates of duty will be taken in hand.

UNITED STATES—GERMANY

RATIFICATIONS OF MOST-FAVORED-NATION TREATY EXCHANGED.—Ratifications of the most-favored-nation treaty between the United States and Germany were exchanged at Washington on October 14, the treaty thus becoming permanently effective from that date.



BOOK REVIEW

THE MODERN SOAP AND DETERGENT INDUSTRY, INCLUDING GLYCEROL, Vol. II, The Manufacture of Special Soaps and Detergent Compositions; by Geoffrey Martin, D. Van Nostrand Co., New York, 1925. Price \$12.00.

In Volume I of this work, which appeared several months since, the author proposed to write books more complete than anything like them on this subject. In Volume II he presents an account, in great detail, of numerous varieties of soaps, detergents, analytical methods and statistics of the soap industry. Much of the material presented, the author admits, is of doubtful value. He presents it, however, with the hope that out of unworkable and deserted methods of bygone years great technical advances of modern times may be made by capable men. The main criticism, a reviewer may make, as to the obsolete information given, is anticipated by the author and discounted. The work, however, cannot help remind one of the busybodies one often finds among mankind who represent a lot of motion with very little useful action. In his zeal and the immense amount of work the author has expended in digging up old facts, he has overlooked much of the more modern, useful information which ought to appear in any work on soap. Then, too, the material is often presented in the text without a word of judgment on the author's part as to its applicability. These two criticisms are very evident in the section devoted to Chemical Analysis and the sections devoted to formulae on various soaps.

The same unhandy means of arranging the material into sections, chapters and pages, as we already commented on in our criticism of Volume I, persists. This unfortunate condition detracts considerably from the value of the book. It may be naive, but it is certain to cause confusion.

The work will not be generally read. The price is high compared to material value received for a scientific book. To one who wishes to intimately grope into the soap question, it commends itself, but to that person who seeks accurate information readily, it will not appeal. The work will probably be more valuable as a general reference book in a library than one for ready reference in the works.

E. G. THOMSEN.

Patent for a Substitute for Lanoline

SULPHURISED CHEMICAL PRODUCTS [SUBSTITUTES FOR RUBBER AND LANOLINE]. W. O. Snelling (U.S.P. 1,535,740).—A non-vulcanisable substance, such as petroleum oil, is mixed with methyl alcohol or one of its homologues, the mixture dissolved in carbon disulphide, which serves as a diluent, and the whole left in contact with sulphur chloride for several days. Under the accelerating action of the alcohol dehydrogenation of the oil occurs and a polymerised product which can serve as a substitute for rubber is obtained. Oleic acid similarly treated yields a substitute for lanoline.

THE PERFUME OF ROSES IN SOAP*

BY ERNST SCHIFTAN.

As is known, the perfume of roses has always been much in favor, and many perfumes, cosmetics and soaps are even today required with this perfume. For this reason the effort has ever been the perfecting of this most beautiful flower odor, and the modern art of perfuming already knows products which yield the precious natural fragrance true to nature. In extracts and in fine cosmetics this genuine fragrance is truly enough produced mostly by use of genuine oil of roses, and now and then moderate quantities of the natural oil are also added to very fine toilet soaps. However in general one must do without the natural rose products in the perfuming of soaps. A remarkably natural substitute is furnished in oil of geranium the chemical composition of which is very similar to that of rose oil. But if the purpose is to produce soaps with the genuine fragrance of roses and not with a substitute or an imitation, oil of geranium will not answer the purpose, since this in addition to the delicate odor of roses, possesses several other side odors which act in a disadvantageous way. Besides geranium oil is too expensive for many common soaps, the consumption of which is much greater than that of the finer soaps, and in place of it a second cheaper substitute has been found in Java-Citronella oil. But in oil of citronella several constituents interfere with the pronounced character of the rose odor, and therefore the important bodies of the oil of geranium and citronella have for a long time been separated from those constituents which are not similar to the fragrance of roses. These bodies which are isolated from the oil of geranium and citronella are essentially geraniol and citronellol. Each of these bodies has a pronounced fragrance of roses, the fineness of which really depends upon the original product (oil of geranium and of citronella) and upon the manipulation while isolating them from the essential oils. The products gained from the oil of geranium are used principally for preparing flower oils of better quality and fine soap perfumes, which permit the high price of these products, while the geraniols and citronellols derived from Java-Citronella oil find use uniformly in the manufacture of soaps. In the elaboration of these two fundamental substances for perfuming soaps several important points are to be observed which result from the properties of these bodies. Although both substances have a rose like fragrance their perfuming character and their effect in the soap are entirely different.

Geraniol possesses a comparatively weak, not very penetrating odor, which however imparts to the rose odor fullness and ground tone. Besides, geraniol possesses in a

* Seifens.-Ztg. (1925), No. 37, P. 752.

high degree the property of concealing side odors and therefore of rendering the nose sensitive to the specific odor "rose". However in employing geraniol one disadvantage must be accepted, namely this that its fixative strength (that is the property to persist for a long time) is slight. But this difficulty is very easily obviated by imparting to the geraniol the power to persist by fixation with about 3% of musk xylol.

The case is quite different with citronellol. Here we have a flower odor of great intensity, with which we are very easily able to produce the effect of "penetration" of the rose fragrance. Light and delicate sensations of perfume can therefore be produced only by citronellol. On the other hand this body lacks the full ground tone of geraniol. The fixative strength is here comparatively great, and there would be no necessity of a thorough fixation if citronellol is used by itself alone. Both substances when used together thus yield a very fine basis for rose odors. In order to impart to this basis the natural fragrance of roses, the substance which is hardly contained in oil of geranium and of citronella, but is found in great abundance in oil of roses, namely phenylethyl alcohol, is added to it. But these three substances, which are universally known as the foundation for rose odors, need in the first place to be combined in the right proportions, in order to produce a harmonious whole. The proportion of geraniol and citronellol, normally 80:20, is always dependent upon the quality of the products, likewise the amount of phenylethyl alcohol, which indeed also varies greatly in the natural rose oil products. Especially important is also the circumstance whether the geraniol harmonises with the citronellol, and a dissonance of these substances has often resulted in failures. Even when both substances are purchased from the same firm, this is not always a guarantee of a real harmony, since in this case the finest agreements of the different odors are necessary, disagreements in which can not always be avoided on account of varying methods of manufacture. In order to obviate this difficulty, and in order to make sure of harmonizing the geraniol with the citronellol, these substances are isolated from the essential oils in such a way that they are obtained not separately but as a natural mixture. This mixture which in geranium oil and Java-Citronella oil naturally occurs in the form very similar to that in rose oil, in commerce is designated as "Rhodinol." Much better than to mix geraniol and citronellol for one's self, therefore the use of rhodinol, which combines the properties of both substances, and besides possesses the advantage of a natural product. If one has to start with a good rhodinol, the further preparation of rose perfumes is no longer difficult, since here also, as in most preparations, a good basis means half the success.

Tests for Stability of Anhydrides

STABILITY OF THE ANHYDRIDES OF SATURATED FATTY ACIDS TOWARDS ATMOSPHERIC MOISTURE AND SODIUM CARBONATE SOLUTION. D. Holde and R. Gentner (Ber., 1925, 58, 1424-1428).—Lauric, myristic, and palmitic anhydrides are converted into the corresponding acids to the extent of 1.5-3% when their solutions in light petroleum are shaken for 10 mins. with 5% hydrated sodium carbonate solution to which an equal volume of alcohol has been added; more protracted agitation causes increased hydration. Anhydrides of saturated fatty acids, in contrast to those derived from unsaturated acids, are very stable towards atmospheric moisture.

ACTIVATED WASHING COMPOUNDS AND SOAP-POWDERS WITH ADDITIONS WHICH RELEASE OXYGEN*

BY FR. ORTNER

The application to a washing compound of the adjective activated implies not only that the preparation referred to develops in its use a self-active washing effect, for this is the case with all washing compounds of good quality, especially with soap, but that the cleansing power of the compound requires no mechanical assistance, that is, no rubbing of especially dirty spots, and above all that by its independent action a completely white, pure laundry results without resort to bleaching.

The superior effect without mechanical assistance may be obtained by scientific combination of a soap-soda mixture, by the addition of fat-dissolving agents, e. g. by methyl-hexalin or the like; on the other hand, additional bleaching agents must be used for the purpose of producing a thorough bleaching effect which shall make lawn-bleaching unnecessary and result in the pure whiteness of the laundry. In practice it has been shown that for such bleaching additions only oxygen-developing chemicals come into consideration in which the oxygen set free during application manifests also a great disinfecting action, an advantage which is of especially high value in the treatment of sick-room laundry. Formerly chloride of lime was much used as an effective bleaching agent in households, and here also oxygen is the active agent. In consequence of destructive effects upon the tissue of the clothes which however may be very largely avoided by a correct working method, this chemical has largely disappeared from private use, but on the other hand since it is the cheapest oxygen-bleaching agents, it is still much used with good effect in public laundries.

The most suitable bleaching salt yielding oxygen is sodium perborate, since all other effective oxygen salts are either too expensive, too unstable or too dangerous in their use or harmful to the fiber of the clothes. Concerning the advantages and disadvantages of perborate admixture to laundry compounds the last ten years have seen numerous disputes both from a scientific and a practical standpoint in both a hostile and friendly spirit in technical journals, with the result that with the proper application of a washing compound containing perborate, the advantages outweigh the disadvantages, especially since the fiber-destroying effect of the oxygen in such a bleaching compound is not greater than in the repeated use of lawn-bleaching.

In the preparation of oxygen laundry compounds the stability of the oxygen yielding salts contained in them, plays a very important role. So far only a single factory, has been successful in producing by aid of its "persil," introducing a soap powder, by addition of sodium perborate, which with reference to the stability of the oxygen content meets the requirements very well. On the other hand the overwhelming number of the competing products, in spite of their promising names like "Do it alone," "All cleaned," "Ozonite," "Snow-Witch," "Profita," "Bonum," etc., has largely disappeared again from the market or ekes out a moderate existence. The causes of this triumphal march, upon which the washing compound "persil" has entered not only in Germany but also in many foreign countries and which lead it on from success to success, are founded not only upon grandiloquent and expensive adver-

* *Seifens Ztg.*, 1925, No. 31, p. 635.

(Continued on Page 555)

LIGHT COLORED SETTLED SOAP WITH HIGH RESIN CONTENT*

The former method of working, generally customary on settled resin grained soaps, that is to continue to boil over the niger left over from the preceding batch, and to take out the strength with the resin of a freshly started batch, had a great disadvantage inasmuch as the resin grain then obtained by salting out envelops in it a high percentage of dirt and also much salt. This at the start makes problematical the preparation of clear, pure soaps. This knowledge has led to the conviction that it is better to take the trouble of saponifying the resin by itself in a separate kettle and adding the resin soap mixture to the newly started batch. It is best to work in such a way that after dipping off or pumping off the finished soap, the niger, left at the bottom is separated only to such an extent—for which process it is best to use salt water of 24 degrees—that the greatest part of the soap left in the niger rises to the surface, as a finished soft grain, and beneath it a slimy lye is obtained which, in addition to the last remnants of soap, contains all dirt particles of the niger, for only a finished grain lets go of the dirt, while a short, stiff grain holds back much of it as well as much salt. After letting it stand for two hours the slimy lye is then drawn off into a separate kettle. In consequence of the short time the dirty mass has not settled at the bottom of the kettle, and this is removed fairly completely in the following manner, by stirring the bottom of the kettle with an iron rod. On the soft grain, the boiling is continued by adding in the first place a part of the fresh fat addition, but without the resin, including the necessary lye.

The slimy lye in the other kettle, which I desire to designate as the slime kettle, and which ought not to be absent from any larger soap factory, is completely salted out with salt, and is finished with a little fatty acid, the dirty slime grain, the amount of which is slight is, after letting it stand a short time, put into a mould or vat, while the spent lye according to its composition is added to the reserve material for separating glycerine or is thrown away.

As soon as a larger amount of the dirty soft grain has accumulated, this is melted with weak salt water, and is again separated until a pure and quite clear soft grain is obtained, which may find application for preparing clearer or darker resin grain soaps, while the slimy lye, as described, is again used. In this manner the resulting soft grain is for the most part regained in a much purer form than formerly, and the remnant may always be again purified by suitable washing.

This working method is to be followed also in making settled grained soaps with high resin content, i.e. especially here if clear products are to be obtained. The larger the addition of resin, the more two important points are stressed, namely first the hardness, and second the color of the soap. In order to meet these points, a change is to be made on the one hand in the proportion of the materials, i.e. by increasing the resin there must be a reduction in the amount of the soft fats and greases and in place of them correspondingly more hard fats must be used. As such, tallow, clear bone fats, bleached palm oil and hardened fats come into consideration. On the other hand,

in order to obtain a clear color in the soap, the resin, in the form of the resin soap slime prepared from it, must be subjected to a bleaching process. If then the bleached resin soap is added to the soap which has meanwhile been boiled in another kettle, in consequence of the influence of the remnants of the bleaching material still present in the resin soap and after bleaching process sets in, which as a final result yields a very clear soap, which in case of this high resin addition would not have been expected at all. With a resin addition of, say, 50%, computed on the basis of the fat addition, one may successfully prepare very satisfactory clear grained soaps. However it is especially necessary to use salt sparingly, since the salt content in case of soaps which contain little cocoanut oil or palm kernel oil plays a very large role. Too large a salt content disturbs not only the complete saponification in case of such products prepared from grained fats and resin, substances difficultly saponifiable, but it also interferes with the elimination of dirt substances, and with a high salt content a larger amount of water is needed, and the quantity of the niger is needlessly increased.

As regards the foaming capacity of soaps with high resin content, the opinion that resin increases the foaming capacity of soap has very recently been demonstrated as incorrect by scientific experiments. R. Jungkunz¹ found that soaps made of resin acids as compared with soaps made from fats and oils not only show a very low foam number, but that additions of resin acids are not able to improve the foam capacity of poorly foaming soaps. Unfortunately he carried out his experiments by using a resin addition of 12.5 to 50% with one of the most fluid oils, namely with oil of mustard, which oil in practice hardly comes into consideration for the preparation of resin containing soaps. It would have been much more satisfactory to subject to examination soaps made of hard fats, e.g. tallow with varying resin content, in order to determine whether the addition of resin, as I suspect, does not after all act favorably upon the solubility of such soaps, especially in hard water. Further it is to be presumed that in the determination of foam numbers of ready made soap solutions, conditions are given different from those obtaining in the use of a piece of soap rubbed with the hands in cold water, or when a wet wash cloth has been rubbed with the soap. Hard soaps with difficulty soluble in cold water and soaps hardly foaming at all, by an addition of resin are absolutely made more soluble and show an increased foam capacity.

I come now to my subject proper, namely to the preparation of a resin grained soap with 50% of resin which shall be as clear as possible and sufficiently firm. The composition must consist of

800 Kg. clear bone grease
500 Kg. tallow
700 Kg. hard fatty acid
1000 Kg. resin W. W.

To the clarified grain (see the preceding explanations) are first added the 800 Kg. bone grease and the 500 Kg. tallow together with the necessary lye, which is gradually added as the saponification progresses. During this pro-

*Seifens. Zeitung (1925), Vol. 52, No. 37, p. 751.

¹R. Jungkunz, Foam Capacity and Foam Numbers of Soaps in Seifens.—Ztg. 1925, No. 13-17.

cess the soap is kept boiling. An addition of salt is not required, since with the soft grain sufficient salt has been added to the soap, and since a larger amount of salt would disturb the saponification. After sufficient boiling the soap mass is salted out. Meanwhile in another kettle the 1000 Kg. of resin has been saponified with a corresponding quantity of 25-30° of lye to a vigorously mixed paste, which now must be bleached. Vigorous mixing is absolutely necessary, since otherwise the bleaching action is unsatisfactory. For bleaching agents are used sodium bisulfite, zinc dust and sulfuric acid, a composition which comes much cheaper than "Blankit" or "Az A", and in which the sulphurous acid, which is the bleaching agent, is automatically prepared. For 1000 Kg. of resin addition 2 Kg. of sodium bisulfite, 700 g. of zinc dust and 2 Kg. 66° sulfuric acid are required. Then on the one hand the sodium bisulfite and the zinc dust are stirred together in a wooden bucket with 10-15 Kg. of cold water, while on the other hand the sulfuric acid is diluted with four times its quantity of water in a wooden or enameled vessel, after which both mixtures are simultaneously added by use of a funnel to the resin paste, and boiled for two hours. Then the bleached resin soap paste is pumped into the soap grain in the other kettle, and the mixture is boiled for some time. On the next day the lye is drawn off, the lye necessary for saponifying the hard fatty acid is added, and is allowed to boil up once. If some scum appears in the soap, this passes away very quickly in consequence of the excess of lye, after which the hard fatty acid is added, and the soap is finished. In case less valuable fats are used, e.g. discolored hard fatty acid, the soap may be salted out once more, and may in this manner be more thoroughly purified. The soap grain remaining after removal of the lye, and which must be as clear as possible and poor in salt as well as completely free from dirt, then after finishing with hot water it yields a wonderfully clear soap which satisfies all requirements. The thinner the resin paste during bleaching, the longer the mass is boiled after bleaching, and the more thoroughly the remnants of the bleaching agents are washed out by the salting out process and by finishing by diluting with water, the more clear is the resulting soap. In place of bone grease and tallow similar other hard fats, e.g. bleached palm oil, vegetable tallow, partly also sausage fat, cotton seed oil and the like may be used. Likewise fatty acids may be used, in which case one may take advantage of the carbonate saponification. If the finishing process is correctly carried out, very little niger results from such mixtures rich in resin without coconut oil or palm oil, on which precipitate after at least two washings by adequate treatment the boiling of the next batch may be begun. In case of mixtures up to 50% of resin a small percentage of palm oil or coconut oil or their fatty acids may be used. If a still higher percentage of resin is to be employed still harder fats need to be worked in if a hard soap is to be the aim, or else the soap needs to be boiled in 2-3 changes of water, and separated a little more completely. If by this method a sufficiently firm soap does not result, this finally needs to be hardened with a little water glass and strong soda solution, a process which, in case of grained soaps, is unfortunately not entirely free from objection.

IODINE-BROMINE VALUE OF FATS

RAPID DETERMINATION OF THE IODINE-BROMINE VALUE OF FATS. L. W. Winkler (*Z. Unters. Nahr. Genuss.*, 1925, 49, 277-280; *cf. B.*, 1924, 755; 1925, 138, 365).—The fat sample (0.05-1.00 g. for iodine-bromine values ranging from 200 to 10) is dissolved in 2-3 c.c. of carbon tetrachloride and 0.1 g. of finely powdered mercuric chloride and 0.1 g. of crystallised sodium acetate are added. The liquid is titrated with an acetic acid solution of bromine prepared by dissolving 3 c.c. of bromine in 1 litre of pure acetic acid. The latter is standardised by titration with sodium arsenate solution. During titration with bromine-acetic acid solution, the fat solution should be warmed over a full flame, and if not clear 2-3 drops of water may be added. The end point is reached when the yellow color persists for 2-3 mins. An accuracy of ± 0.05 c.c. is obtainable.

Glycerine Manufacture in India

The report of the Department of Industries, Madras, for the year ended March 31, 1924, states that in connection with soap manufacture a glycerine plant has been installed in the Kerala Soap Institute, Calicut, which enables the factory to prepare 80 per cent crude glycerine, but it was not operated on a commercial scale before the close of the year. The question of finding a market for the crude glycerine produced has received attention. A plant for the production of caustic soda from soda ash has also been installed, but the results obtained from it have not so far been very encouraging, as caustic soda can be purchased at a cheaper rate.

Japanese Alkali Production

The total capacity of plants in Japan for the manufacture of caustic soda is reported as about 5,200,000 pounds monthly, of which about one-half is represented by the two plants operated by a single company at Onoda and Oji. The Oji plant is the only one in Japan where caustic soda is produced electrolytically. Common salt, which is used in the manufacture of the product at this plant, is imported from the Kwantung Leased Territory.

At present the manufacture of soda ash in Japan is confined to one company, the Solvay process being used exclusively.

Over Billion Pounds of Tallow a Year

The tallow production of the world is estimated by the Bureau of Raw Materials for the American Vegetable Oils and Fats Industries to be roughly 1,300,000,000 pounds a year. Of this production the United States produces and consumes almost one-half, or in the vicinity of 600,000,000 pounds.

Wild Horses to Be Turned Into Soap

Thousands of wild horses that are a nuisance on the range lands of the Pacific Northwest will be rounded up and rendered into fertilizer and soap fats at a newly constructed factory which will commence operations soon in Portland, Oregon. The process which will be used in the factory is a so-called dry rendering method that is said to be odorless.

Soap Industry in France 100 Years Old

The one hundredth anniversary of the practical establishment of the soap industry by the chemist Michel Eugene Chevreul is being celebrated this autumn by French scientists.

Features to Be Found on Other Pages

Readers of the SOAP SECTION usually will find items of interest in our Trade Notes, as well as in Patents and Trade-Marks and Washington and Foreign Correspondence.

JOBBER DISTRIBUTION OF SOAPS A PROBLEM

Many Attempts Looking to Middleman Elimination Have Been Made by Soapers; Place of the Jobber in Distributive Scheme Is Still Sound

The distribution of his product has always been a difficult problem for the average soap manufacturer. In the case of large and powerful concerns which have found it possible to build up huge organizations and appropriate large sums for advertising and sales expense, the problem has been very largely one of financing sales. The smaller manufacturers many of whom have been unable to build up extensive sales organizations of their own or to advertise their products in a more than casual fashion, have found the problem of getting their product into the hands of the consumers a pressing one. They have attempted and are attempting by various methods to secure distribution either through the medium of the jobber, usually the wholesale grocer, or without his interference and the necessity of paying the jobber his profit.

It is largely the question of what the attitude of the soap manufacturers should be toward the jobbers of their product which has engaged attention in sales conferences for several years back. Despite the fact that the matter has been debated pro and con for many years, no decision or conclusion has been reached which could be universally accepted or acceptable to the trade and the practice differs almost as widely as there are manufacturers of soap.

Wholesale Grocer as a Factor

It is patent that the wholesale grocer, at least for many years will be a factor in the distribution of the products of the soap maker as he will be in the distribution of almost all products which enter into the household life of the community. When the question of laundry soaps and soap powders for general use are concerned, he must be reckoned with in the scheme of distribution. He has not been eliminated from that scheme despite vigorous efforts on the part of some manufacturers to eliminate him.

The wholesale druggist plays a less important part in the scheme of distribution. On the whole, aside from purely medicinal products, he is not an important factor. On branded toilet soaps he is gradually becoming less and less a factor. As he loses the distribution of trademarked products, however, he is gradually building up a line of his own. In this respect he is still an important factor in distributing the products of makers who are not particular about selling only goods in their own branded wrappers. It is probable that this development will become of more and more importance as wholesale druggists extend this practice. This is a class of business which engages the attention of comparatively few in the soap manufacturing industry, however. Most of the manufacturers are intent upon the introduction and sale of particular brands of their own and are not interested in the sale of their product to be branded by the jobber and sold as his own product.

Many Methods Tried

At various times and with varying success, several methods have been tried by some of the soap manufacturers to eliminate the offices of the wholesale grocer in handling their product. Perhaps the most conspicuous of these efforts has been the premium method by which certain of the soap manufacturers have sought to sell their goods through local agents direct to the public. The method involves the

securing of local agents to act as house to house salesmen for the product of the manufacturer. They take orders from the public, submit them to the producer, and later generally distribute the goods thus sold to the customers.

This method has had some measure of success but it is open at the outset to very serious objections, not all of which are possible of elimination. In the first place, it is difficult to secure competent and honest agents merely by the offering of certain merchandise premiums as commissions on sales. Numerous instances of dissatisfaction and even legal actions have arisen out of this loose and unsatisfactory method of employing salesmen. In addition to this feature, there is the question of the value of orders figured on a "repeat" basis by this method. It is, or should be, the object of any successful merchandising plan in which repeat sales are necessary to build up good will to the point where the purchase of substitute products would be the exception and not the rule. Unfortunately the premium method does not accomplish this.

Expense Too Great

The expense of the premium method of handling soap sales has also militated against its effectiveness as a method of eliminating the jobber. The experience of many concerns which have attempted some such method of distribution has been that not only the jobber's profit is paid out in premiums but that the additional overhead connected with conducting a virtual mail order retail business has led to the curtailment and in some cases even the elimination of profit from the bulk of the sales made through the method. The best proof that this method is not generally successful is the fact that it has been tried and dropped after rather costly experience by many firms and that only a handful are now pursuing it as a regular method. Of this handful, only one is at the moment conspicuously successful in handling its sales in this way.

It is not the purpose of this article to discuss the ethical objections to the various methods which have been tried by the soap trade as weapons against the jobber. However, it may be said that many manufacturers have raised arguments against the premium method which might require a good deal of answering by its proponents on ethical grounds.

"Free Deals" Condemned

Some of the large manufacturers of soap, in their direct sales campaigns to the retail trade have adopted and used the method of offering "free deals" to the buyers in an effort to persuade them to stock the products. It is possible that such "free deals" are to be defended in connection with securing initial distribution of the product, although even this is doubtful. However, they have lent themselves to grave abuses which have no part in good merchandising. It has been the custom when such deals are offered to give a certain amount of the product "free" in consideration of a purchase of a large quantity of the product by the retailer. The salesman has accordingly pressed this argument with the retailer as an incentive for stocking goods in excess of his requirements.

Not only has this proved to be injurious to the cus-

toomer, but it has reacted directly against the manufacturer himself. The retailer has usually found himself greatly overstocked with the merchandise. This has led to ill will, not against the salesman, but against the producer of the merchandise. It has further led to more or less disastrous price cutting on the part of the retailer in an effort to move his supply and a consequent demoralization of the market for the product, throughout that particular section. Where "high powered" salesmen have been employed on a free deal basis, it has often resulted that a particular city or section has been ruined as a market for the product of the manufacturer using this method for a period of months or even years.

Real efforts have been made by the soap manufacturers looking to the elimination of this method of direct selling. Organizations in the trade and especially the Soap Section of the Specialty Manufacturers' Association have attempted to curb and eliminate it. In part, such efforts have been moderately successful. However, it cannot be said that any very real progress has been made. The free deal remains as a feature of soap selling tactics and a most objectionable one. It has not done much toward eliminating the jobber and his profit and it has been extremely costly financially, without mentioning its demoralizing effect upon the good will and the repeat business of the manufacturer. It will remain as long as the soap industry is lacking in cohesion and trade sense enough to eliminate it.

Another Unsuccessful Attempt

However, not all of the methods which have been adopted against the jobbers have been open to such criticism. Not many years ago, one of the leading concerns in the industry openly announced that its business would in future be handled direct and that wholesalers would handle its product only as they purchased it upon the same terms granted to all others. This was preceded and followed by the building up of a direct selling organization of large proportions and by an extensive campaign of advertising. The method, however, was only partly successful, despite the fact that the company was an extremely powerful one. Gradually, it became apparent that while direct sales would in this case work very well as a side line, they would not be effective as a substitute completely for the other method. As a compromise, this concern adopted that method of appointing certain jobbers in various sections as "sole distributors" and is still pursuing this method although it has been hinted that a broader use of the jobbers was to be made at several times within the last few months.

The objections of the soap manufacturers, in cases where they have had any objections to the use of jobbers, have been two. The first has been the question of economy in distribution. Those who have attempted by one means or another to eliminate the handling of their products by the wholesale grocer or the wholesale druggist, have almost without exception found that this economy was largely mythical. The wholesaler has generally been in touch directly with his trade for many years. He is able, through long association and a peculiar knowledge of the particular needs of his locality, to give the retailer a service which the large manufacturers who seek general distribution are unable to offer. In addition, he has the advantage of being able to make frequent sales calls upon the retailer since he carries a general line of either groceries or drugs and sundries from which the retailer must purchase at frequent intervals. The soap manufacturer cannot make these fre-

quent calls because his single line will not bear the expense of such intensive working of the market. In addition, the multiplication of sales and advertising efforts connected with a direct selling campaign, no matter how economically it is conducted, speedily eats up the jobber's moderate profit and much more beside. It is possible but not profitable for the large and powerful interest. It is wholly impossible for the small manufacturer no matter how much he may desire direct distribution.

Will Not Push Brands

The second objection, and one which has much more weight, is the quite obvious fact that the jobber will not engage in any campaign of pushing any particular brands unless there is a great incentive for him to do so. He will sell what he is asked for and unless there is a reason for doing so, he will not go much further. It is impossible or nearly so to introduce a new branded line through the jobber. He has no call for it and no time to expend any serious effort in building it up.

In addition, many of the jobbers have built up lines of their own by purchasing unbranded merchandise from the manufacturers and putting it up under their own labels and trade marks. It is obvious that such merchandise will have the call over the products of any manufacturer who attempts to sell his goods under his own name.

The answer to these objections must be that a reasonable amount of direct solicitation is necessary to insure any distribution at all. Advertising of brands and direct sales campaigns are a necessary part of the distributive effort connected with the disposal of any branded commodity. Consumer demand must be cultivated and this cannot be left to the jobber, for he has no interest in it. The manufacturer must advertise to the consumer, either through the public prints or by any of the various direct advertising methods and thus build up a certain inquiry for his products. If the product is a meritorious one and properly packed and handled, the call from the jobber is certain to materialize. In some lines and to some extent in the soap trade as well the practice of crediting jobbers with direct sales in their territory has arisen. Where direct or exclusive agents have been used, this method is general. Circumstances must dictate whether it is advisable as a general method in all instances. In general, however, it may be said that the experience in other fields has been that a liberal policy with the jobber pays. In other words, the wholesaler is less likely to urge other brands when he is protected on a particular line. He is more likely to urge it than he is to push lines on which no protection is granted.

Experience Unfavorable

On the whole, the experience of the soap industry thus far has not been favorable to complete jobber elimination. It is possible that some future trend of the industry toward direct selling along some other line than those described in this article may solve the problem. But the experience of other specialty manufacturers does not indicate that the wholesaler is useless or that it is good policy to even attempt his total elimination.

The trend toward direct selling is growing and it is probable that it will develop to a greater extent in the soap trade during the next few years. It cannot become complete, however, until some economical and efficient method of effecting sales to the retailer is developed. Such a method is not now available and so far as can be foreseen, it is not in sight. The soap manufacturer will do well to consult the experience of his fellows, not only in the industry but outside of it, before he attempts any questionable or flighty schemes which may look well on paper but have been proven by bitter experience to be complete failures in eliminating the wholesaler from his present necessary place in the distribution of merchandise.

ACTIVATED WASHING COMPOUNDS, ETC.*(Continued from Page 550)*

tisements, but in the first instance upon the stability of the oxygen content of the preparation. Further the view expressed in some quarters that this firm has its own factory for sodium perborate, and prepares a more stable per-salt, is probably not correct, since at the present day first class crystalline sodium perborates are offered in the market, which answer all requirements.

The salient point is the stability of the perborate against organic bodies, and since soap powder and soap always contain fat or oil as organic ingredients, the perborate requires to be protected against the influence of this organic component. But in this protection the preparation of the "persil" has been successful in a satisfactory manner only in recent years, and in the first period of this soap powder quite considerable losses in oxygen while in storage were established. For a while the separate packing of soap powder and perborate in the packages was practiced, in order to increase the stability of the latter.

Concerning the stabilization of sodium perborate there are several patents in which manufacturers of perborate have a large interest. One firm offers to its customers a stabilized oxygen preparation for preparing stable bleaching soap powders. As the stabilizer water glass is used and the perborate is mechanically enveloped in it. That this stabilized bleaching salt has been generally introduced, I doubt, nor do I believe that the somewhat higher price in comparison with the ordinary perborate prevents its use but rather that the stabilization is at any rate insufficient. Otherwise a series of new competitive products would surely have appeared against persil, since the high sale price of the latter is very tempting for taking up anew the manufacture of such perborate soap powders.

Now, in recent time the veil, which had concealed the secret of persil production, has been somewhat lifted, namely by the report of the D. R. P. 415124 to the firm of Henkel & Co., G. m. b. H. and Dr. Edgar Riecht, Düsseldorf. This patent claims protection of soap in a mixture of soap, soda and water glass by a suitable wrapper, for instance, by sprinkling or dusting of water glass solution or of molten paraffine, or of paraffine mixture, waxes and the like over the soap particles. By means of this enveloping layer, the unfavorable influence of the scum formed when hard water is used and calcium and magnesium soap are formed, is largely overcome and a dissipation of valuable soap is prevented. Even by the use of soap compounds containing soda and water glass, neither the soda nor the water glass affords a sufficient protection against scum formation, and the rapidity of precipitation by the fatty acids contained in the soap forming lime—and magnesia—salts in the water is greater than that of the carbonate (soda) and the silicate (water glass) present. The patent contains no reference to the presence at the same time of oxygen-forming salts, nevertheless the presumption is justified for the initiated specialist, that behind this patent lies more, and its principal purpose is concealed in a very clever manner, therefore that the enveloping process of the soap particles results principally for the purpose of protecting these against the oxidizing influence of the perborate, or, what is the same thing of protecting the latter (the perborate) against the action of the fat contained in the soap. The extension of the claims (for a patent), even to the enveloping of the

FEATURES OF SOAP MATERIAL MARKET*(Continued from Next Page)*

persil that there is to be no change in the schedules of the manufacturers and that they are going to sell goods over 1926 at the levels which have prevailed on 1925 deliveries. These should be reasonably satisfactory to both consumers and producers and indeed, they seem to be so. There is some slight shading on desirable contracts, but it is by no means general. Spot prices are quite well maintained on alkalis. They are also fairly well held on other soap makers' chemicals. Sulphuric acid is firmer. Foreign potash alkalis are well held although lack of business has prevented much increase in the prices quoted thus far.

Other Soap Materials

The situation in rosin continues as tight as ever. The market is exceptionally strong and has advanced practically to the basis of \$16 per barrel of 280 pounds for grades from Betsy to Mary. Higher grades are not proportionately higher and a further advance in window glass and water white is to be expected to keep the market in line. Light production together with the steady and exceptionally heavy export demand have driven prices forward.

Starches are slightly easier owing to the reduced levels in the corn market. Glycerine has featured the market with a rather sensational rise which incidentally was forecast in an article which appeared recently in this section. Oils have been irregular although the tendency has been somewhat easier.

soap particles with melted waxes, paraffine and paraffine mixtures, has evidently resulted on the ground of including this likewise usable method of work, and of preventing an evasion of the patent by this procedure, although in practice waxes or paraffine are not to be recommended since they lessen the capacity of the soap powder to form lather or foam. In reality only water glass is employed which is found in all washing compounds of the firm named.

Although my explanations rest only on surmise, while yet they have a certain color of probability, I shall proceed still further and make known my ideas concerning the present method of producing "persil" which however is patented and may not be imitated. The manufacture falls into three steps and on a foundation of a composition of 30% of water.

27% of soda inclusive of the alkali for saponification.

3% of solid water glass, corresponding to 10% solution.

10% of sodium perborate in the following manner. On the one hand a grained soap is prepared from the fatty acid of palm kernel oil by means of carbonate saponification, and this is dried by means of special drying apparatus so far that a grained soap powder of about 85% fatty acid content results.

300 x 100

For 100 Kg of persil with 30% of fatty acid content — 85

= 353 Kg, approximately 350 Kg of grained soap powder are required. In a mixing machine or in another suitable apparatus, these are sprinkled or dusted with the 100 Kg of water glass solution necessary for 1,000 Kg of persil, possibly a diluted solution of water glass may be employed. In the second place from a solution of 200 Kg of calcined soda in 250 Kg of water by means of a vaporizer or by some other method a fatless washing powder is produced, for which a considerable addition of water is necessary, which is again removed by drying. Finally

450 Kg soap-water-glass-mixture

450 Kg fatless washing powder with

100 Kg sodium perborate

are mixed in a mixing machine, and the finished product is packed. In this manner the action of the perborate upon the soap particles during the storage of the oxygen soap powder by the enveloping water glass is prevented so that the oxygen content is stabilized. When used, the water glass envelope at the same time protects the soap against the action of the hard water, so that the scum formation by the soda can be made harmless, and the loss of soap by formation of calcium and sodium salts is avoided.

¹ Seifens Ztg., 1925, No. 29, p. 602.

MARKET REVIEW ON TALLOW, ETC.

TALLOW

(Written Specially for This Journal)

With the upward reaction in cottonseed oil, also strength in the lard market, tallow of the better grades, such as New York extra quality, has been holding steady at 9½c ex-plant, or 10c delivered. The markets in the middle west and at western points have been generally stronger during the past week, with offerings freely absorbed and no burdensome supplies. The local market for good quality house grease can be quoted 8½-9c and other grades at relative prices.

The looked for break in values during the first half of November has so far not materialized, and indications point to a sustained level for the remainder of this month.

November 12, 1925.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

Since our review of October 16, we have had a very excited and rapidly advancing market. The situation assumed strength gradually, up to ten days ago, when prices began to move up very fast, and within the last few days they have advanced 2c. per pound. This morning one of the most prominent refiners has raised his price to 25c. per pound in bulk for Chemically Pure. Dynamite and Crude have shared in the upward move proportionately. The consumption of Chemically Pure during the year has probably been the largest in the history of the article, and this is also true of Dynamite and other grades of Refined Glycerine, as well as Crude. The production of Crude has not increased to the extent of the consumption. Consequently we have had to buy considerable quantities in Europe, and our imports for this year will probably be more than half of what they were prewar, in spite of the prediction at the close of the war that we would have to bring in very little from abroad thereafter. In our opinion, prices have gone up too fast and there should be some reaction, yet we do believe that values are not yet as high as they will be eventually. The Anti-Freeze Solution business has taken a large quantity of both Crude and Refined, and no doubt this has had considerable influence on the market, but we should say that the demand for this purpose is now about over for this season.

November 14, 1925

W. A. STOPFORD.

VEGETABLE OILS

(Written Specially for This Journal)

Cocoonut oil still seems to be in as strong a position as it was a month or two ago. There are no spot stocks and in fact it is practically impossible to purchase any quantity for November or December delivery. A fair amount of business has been done for the first quarter of next year and even these positions are now tightening, as importers claim the oil is difficult to secure in the Orient. The market needs careful watching and many consumers seem to be willing to purchase stocks for immediate future requirements at any recession.

Palm kernel oil has become quite a factor in this market

since the scarcity of cocoonut oil as many soap makers and also refiners were compelled to use this oil in the place of cocoonut oil. Palm kernel oil in Europe is steady but like cocoonut, the nearby stocks here are pretty well cleaned up.

Palm oils are steady to strong with the market in Europe showing an upward tendency, especially for the soft grades. Olive oil foots are not very active and prices are practically unchanged from our last review. Italian foots are being held for considerably more money than other European makes.

November 12, 1925.

A. H. HORNER.

INDUSTRIAL CHEMICALS

As indicated in our review for the month of October, new contract prices on alkalis for the coming year were delayed in the announcement but business continued to be done in a moderate way at the old schedule. It now ap-

(Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 9½c. Edible, New York, 11¼c. Yellow grease, New York, 8½c. White grease, New York, 9½c.

Rosin, New York, November 16, 1925.

Common to good	15.70	I	15.70
D	15.70	K	15.70
E	15.70	M	15.70
F	15.70	N	16.00
G	15.70	W. G.	16.30
H	15.70	W. W.	16.50

Starch Pearl, per 100 lbs.	\$3.12 @
Starch, Powdered, per 100 lbs.	3.22 @
Stearic acid, single pressed, per lb.	.14¾ @
Stearic acid, double pressed, per lb.	.15¾ @
Stearic acid, triple pressed, per lb.	.18 @
Glycerine, C. P., per lb.	.25 @
dynamite	.23½ @
Soap lye, crude, 80 per cent, loose, per lb.	.14¾ @
Saponification, per lb.	.16½ @ nom.

Oils

Cocoonut, edible, per lb.	.13¾ @
Cocoonut, Ceylon, Dom., per lb.	.13½ @
Palm, Lagos, per lb.	.08¾ @
Palm, Niger, per lb.	.08¾ @
Palm, Kernel, per lb.	.10½ @
Cotton, crude, per lb. f. o. b., mill.	.08¾ @
Cotton, refined, per lb., New York	.09¾ @
Soya Bean, per lb.	.13¼ @
Corn, crude, per lb.	.12 @
Castor, No. 1, per lb.	.15¼ @
Castor, No. 3, per lb.	.14¾ @
Peanut, crude, per lb.	.12 @ nom.
Peanut, refined, per lb.	.15 @ nom.
Olive, denatured, per gal.	1.20 @
Olive Foots, prime green, per lb.	.08¾ @

Chemicals

Soda, Caustic, 76 per cent, per 100 lbs.	3.10 @ 3.20
Soda Ash, 58 per cent, per 100 lbs.	1.38 @ 1.45
Potash, Caustic, 88@92 per cent, per lb., N. Y.	.07¾ @ .07¾
Potash Carbonate, 80@85 per cent, per lb., N. Y.	.06 @ .06½
Salt, Common, fine per ton	15.00 @ 24.00
Sulphuric acid, 60 degrees, per ton	10.50 @ 11.00
Sulphuric acid, 66 degrees, per ton	14.00 @ 16.00
Borax, crystals, per lb.	.04¾ @ .05¼
Borax, granular, per lb.	.04¾ @ .05¼
Zinc oxide, American, lead free, per lb.	.07¾ @ .07¾

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15.70
15.70
15.70
16.00
16.30
16.50

nom.

nom.
nom.

3.20
1.45
.07%

.06%
24.00
11.00
16.00
.05%
.05%
.07%